

The Rotarian

AN INTERNATIONAL MAGAZINE

NOVEMBER • 1954

Get into Politics!

LUTHER H. HODGES

Ostend Cuts the Pattern

Public or Private Power?

Your New Headquarters



YOUR BIGGEST ADVERTISING BUY IN THE EXECUTIVE FIELD

THE GOLDEN ANNIVERSARY ISSUE OF THE ROTARIAN (February 1955 Issue)

THE ROTARIAN is paid for and read by a hand picked audience of . . . presidents, vice-presidents, corporate officers, owners and titled executives. 81% are executives in industrial and commercial firms . . . 19% are in the professions.

In their firms 90% of these men have the authority to buy, specify or approve purchases of material, equipment, supplies and services.

53% of ROTARIAN subscribers currently hold one or more elected or appointed civic offices and the big majority of these men have the authority to buy, specify or approve purchases for community use.

84% own their home . . . 17% own a resort or country home for their personal use . . . 44% own income producing property.

They buy for business, home and community.

**CURRENT  CIRCULATION
309,610**

**PLUS 25% BONUS CIRCULATION
AT NO INCREASE IN RATES.**

This Golden Anniversary issue, February 1955, is one that will be read from cover to cover . . . kept . . . and referred to often. It is today's biggest advertising buy in the executive field.

WRITE FOR NEW AUDIENCE STUDY

Closing Dates: Covers, December 10, Inside pages, December 25.

The Rotarian

**1600 Ridge Avenue, Evanston, Illinois; 274 Madison Avenue, New York 16, New York
200 South Miami Avenue, Miami 30, Florida**

Your Letters

'Take Stock of Hunting Manners'

Says LOUIS PAUL, Rotarian
Feed Retailer
Vice-President, Illinois Federation
of Sportsmen's Clubs
Pontiac, Illinois

I was pleased to read in *THE ROTARIAN* for October the article *Why Those Signs?*, by Josh Drake. Reading it should cause everyone who goes out in the fields to hunt to take stock of his hunting manners and be doubly careful not to be guilty of any of the thoughtless and careless acts described in the article.

One of the major projects of our Sportsmen's Club program is better farmer and sportsmen relationship. We constantly stress the importance of living up to such "ten commandments" as drawn up by Mr. Drake. We would go even further than his number nine, which says, "When possible, get permission before you hunt," and say, "Always ask permission of the farmer to hunt." If we wish to retain the privilege of hunting, we must respect the farmer's rights. Farmers are reasonable people and as a rule will not prohibit hunting unless they have suffered some of the incidents described in Mr. Drake's article. I wonder just how graciously some of these fence-cutting artists would take it if they returned to their car and found the ignition wires cut.

Let's remember the Golden Rule when hunting.

A Creed to Balance the Test

From W. C. FOLLEY, Rotarian
Dean, School of Business Admn.
Wayne University
Detroit, Michigan

[Re: How about the Four-Way Test?, *THE ROTARIAN* for October.]

Following is a brief statement made by me to the Rotary Club of Detroit at the time of a Rotary meeting sponsored by our Vocational Service Committee—of which I am Chairman—on the occasion of a panel program furnished by the Committee:

To balance the Four-Way Test, may I give you a Four-Way Creed which I hope will be helpful:

1. I have a personal obligation to promote and uphold high ethical standards in my chosen profession.
2. I have a high obligation to society as a representative of my chosen profession.
3. I have an obligation to my country to serve as an example of the highest type of citizenship.
4. I will do unto others as I would have them do unto me.

Pop Consumption Overestimated

Asserts HAROLD HOYT, Rotarian
Carbonated-Beverage Bottler
Roseburg, Oregon

I am wondering the source of Ned Roorlian's information on "soda pop" consumption as given in his *Not So Simple Sirup* [*THE ROTARIAN* for September]. He says, "... on the average 280 bottles go down each person's gullet in a year." According to the most

An invitation from the Rotary Club of Jerusalem ...

Spend Christmas
in the Holy Land

★ Jerusalem Rotary Club's Silver Jubilee

★ 3,000th Anniversary—City of Jerusalem

Make this Christmas a memorable one—accept the invitation of the Jerusalem Rotary Club and spend the holiday in the Holy Land. Special All-Expense Rotary Tours via KLM Royal Dutch Airlines leave from New York on December 4th and 18th.

**12 DAY
ALL-EXPENSE TOUR
Dec. 18-29**

KLM via Amsterdam.
Air Tourist \$1,095.
First Class \$1,415.90.

**26 DAY
ALL-EXPENSE TOUR
Dec. 4-29**

KLM via Holland, Italy, Greece,
Egypt and Holy Land.
Air Tourist \$1,486.
First Class \$1,814.45.

**SEE YOUR TRAVEL AGENT
or mail this coupon**

KLM Royal Dutch Airlines
Rotary Tour Dept.,
430 Park Ave.,
New York 22, N. Y.
Please send me full information on all expense
tours to Europe and the Holy Land.

Name.....

Address.....



WORLD'S
FIRST
AIRLINE

GUIDE TO COMMUNITY ACTION

By MARK S. MATTHEWS

Offers you hundreds of Practical, Down-to-Earth Project Ideas in Each of 16 Major Areas of Community Service.

Thousands of programs in representative towns and cities were studied to give you this first comprehensive, authoritative, source-book for community organizations. Every one of these ideas has been tried and proven in actual experience.

Avoid the costly trial and error approach to community service. **These ideas have worked.**

1000 SOURCES OF FREE AND LOW-COST HELP FOR YOUR PROJECTS

GUIDE TO COMMUNITY ACTION offers you information about over 1000 other major sources of free and low-cost material and advisory help in carrying out your club's program. At the close of each chapter there is an annotated list of agencies that offer additional help in the form of manuals, charts, films, etc., for carrying out the projects suggested. **The project aid from any one of the sources described in the GUIDE is worth many times the price of this book.**

21 IDEA PACKED CHAPTERS—4 INVALUABLE APPENDICES—448 PAGES

Part I. An Effective Community Organization.
1. Membership, Officers, and Committees. 2. Meetings. 3. Financial Administration and Fund Raising. 4. Public Relations.

Part II. The Service Program.

5. Organizing for Service. 6. Community Arts. 7. Sports and Recreation. 8. Safety and Fire Prevention. 9. Health. 10. Welfare. 11. Brotherhood. 12. Religion. 13. International Relations. 14. Americanism. 15. Education. 16. Vocational Guidance and Rehabilitation. 17. Labor-Management Cooperation. 18. Conservation. 19. Government. 20. Community Development. 21. National Security.

Appendix A. Special Days, Weeks, and Months.

Appendix B. Parliamentary Procedure.

Appendix C. Sources of Films and Film Information.

Appendix D. A Course in Effective Speech.

WHAT LEADERS IN CIVIC AFFAIRS SAY ABOUT GUIDE TO COMMUNITY ACTION—

George Gallup, Director, American Institute of Public Opinion: "... invaluable ... a wealth of information on how to solve local problems."

Daniel A. Poling, Editor, *Christian Herald*: "Inspirational ... every volunteer worker in the community field needs this book."

Mrs. John G. Lee, President, League of Women Voters of the United States: "... a primer and post-graduate reference source."

Harold S. Buttenheim, Editor, *The American City*: "The most practical and comprehensive handbook yet produced in the field of civic and social service."



TEN DAYS FREE EXAMINATION

HARPER & BROTHERS 51 East 33rd Street, New York 16 N. Y.
Gentlemen: I wish to examine **GUIDE TO COMMUNITY ACTION**. Within ten days I will either return it or remit only \$4.00 plus a few cents mailing charges. 9717B

Name (PLEASE PRINT)

Address

City Zone State

Save! If you enclose payment, publisher will pay postage. Return privilege guaranteed.

recent members' information bulletin issued by the American Bottlers of Carbonated Beverages, the per capita consumption in 1953 was 177.5 bottles.

Also Mr. Roorlian says "there isn't 2 cents' worth of difference in drinks." Such a loose statement might be made about service clubs with about the same degree of accuracy—but since "service is our business," we know better.

Missing: A Scroll

Says D. RUSSELL HOOPER, *Rotarian Steel-Pipe Manufacturer*
Newmarket, New Zealand

About four years ago the International Service Committee of the Rotary Club of Newmarket compiled a scroll which was dispatched upon its way around the world for signature by a Rotary Club in each District. It was last heard of at the Rotary Club of Bombay, India, but since then appears to have gone astray.

We would appreciate it very much if Clubs would help us trace it.

A Legacy of Love

Told by CLAUD D. BLACK, *Rotarian Cleaning-Compounds Manufacturer*
Downey, California

Many readers of this Magazine will remember Robert Roy Denny: some because he was Rotary International's first First Vice-President (1910-12). Others will remember him because they were associated with him in his Rotary Club of San Marino, California, or had come to know him because of his many kind deeds in and out of Rotary. Others will recall him as the subject of a hobby story in this Magazine last January. His hobby was the making of little wooden boxes which he distributed to hospital patients, orphanages, institutions of various kinds—wherever they might bring a bit of cheer.

But there are others who will remember this Rotarian who died last July 7. They are the more than 150 young people in other lands to whom Roy Denny sent boxes. And how did he get their names? Through the *Hobby Hitching Post* listing of hobbyists [see page 63].

And many have been the letters of appreciation he received. Mrs. Denny has shared some of them with me:

From India:

How shall I thank you adequately for the nice box you sent me? It is not as if you walked to the nearest store, bought a box, and shipped it to me. To know that you made the box yourself, that you affixed the metal plate inscribed with the Lord's Prayer with your own fingers, is enough for me to treasure it as a memento of the friendship that will grow between us in the future in spite of the thousands of miles that separate us.

From Puerto Rico:

My family and I thought your hobby is the most interesting of any, since it makes others happy and not yourself alone.

From The Philippines:

I just loved the message about love taken from Paul's First Epistle to the Corinthians. It will really serve as a guide to one who forgets sometimes.

From Scotland:

Thank you very much for the lovely box. ... I think you are doing a great deal of good, Mr. Denny, by making all these patients happy, and I hope you will continue to do so for a long time.

Though Roy Denny is no longer with us, he surely has left a legacy of love.

I am sure that his host of friends will be interested in the last photo taken at a Rotary function in which he was a participant: the installation of officers for 1954-55 of the Rotary Club of Manhattan Beach, California. He (behind the bell) is shown with (left to right) William D. Sachau, 1954-55 President; Robert Nielsen, Charter President (1950-51); Harry E. Keller, 1951-52 President; Dale M. Stucker, Immediate Past President; Laurence J. Thompson, 1952-53 President.

'Tremendous Contributions'

Says E. GEOFFREY TENNESON, *Rotarian Clergyman*

The Boundary, Quebec, Canada

Living where I do on the border of Canada and America, and remembering the feeling of oppression which came over me now and again while serving for four years in the British Army in Germany, both in Berlin and in the British Zone, I should like to compliment you on *A Line to Parallel*, by Bruce Hutchison, and *Miracle in West Germany*, by [Continued on page 53]



Rotary's first First Vice-President, Robert Roy Denny (behind bell), with a group of Manhattan Beach, Calif., Rotarians during installation of officers (see letter).

THE ROTARIAN

THIS ROTARY MONTH

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

PRESIDENT. Back at the Central Office after a two-month Rotary tour that took him to nine European nations was Rotary's international President, Herbert J. Taylor. His itinerary brought him in contact with more than 4,000 Rotarians from 616 Rotary Clubs at gatherings that ranged in size from a meeting aboard a whaling vessel at a Norwegian port to a regional conference of Rotary Clubs in Ostend, Belgium (see page 12).... Among high lights of the trip for President Taylor and his wife, Gloria, were receptions by Crown Prince Olav of Norway and Queen Juliana of The Netherlands, and the conferring of the French Legion of Honor upon the President in Paris. (For a pictorial report of the President's trip, see the December issue.)

CHICAGO CONVENTION. To Rotary Convention planners the dates May 29-June 2 are figuratively "just around the corner" when balanced against long-range plans under way for the Golden Anniversary Convention in Chicago next May. Program and hospitality arrangements are taking shape, with Max Hurd, Chairman of the Host Club Executive Committee, heading the job. Many Clubs and Districts have reported plans for 100 percent attendance. The attendance goal: one or more delegates from every Rotary Club in the world.

MEETING. On November 8-9 the Executive Committee will meet in Evanston, at the direction of the Board of Directors, to consider Rotary administrative matters.

GOLDEN ANNIVERSARY. Near at hand is the opening of the 13-week observance of Rotary's Golden Anniversary. The dates: February 23 to June 2. Many Clubs, as part of their celebration of this Rotary milestone, plan pageants depicting the history and progress of Rotary. To help Clubs stage a Golden Year pageant, a suggested script, simple to produce and requiring only a few "props," has been sent to District Governors and District Golden Anniversary Chairmen. These scripts are available to Club Golden Anniversary Chairmen upon request at the Central Office.

"GOLDEN BOOK." Now in the printer's hands is Rotary's "Golden Book," a 144-page blue-and-gold-bound volume that tells the story of Rotary, from its yesteryears to its challenging tomorrows, in eight chapters of text supplemented by photographs from around the world, three-color charts on Rotary's growth, and many two-color full-page illustrations. (For more information about this souvenir book, see page 61.)

ROTARY FELLOWS. Announced in these pages last month was the number of Rotary Foundation Fellowships awarded for 1954-55. The figure then was 112, but has since changed because of withdrawals for personal reasons by three of the recipients. So, the number of Rotary Fellows for this year is 109—90 men and 19 women. The total number of Fellowships granted since the program began in 1947 is 602.... Total amount of contributions to the Rotary Foundation for 1953-54 was: \$283,945.

HOLIDAYS AHEAD. Approaching is the holiday season for Rotary Clubs in many parts of the world. As meetings cancelled because they regularly fall on a holiday are not counted in computing attendance, Clubs have been advised to follow the usual Rotary practice of meeting the day before or day after a holiday—not to cancel it altogether.

VITAL STATISTICS. On September 27 there were 8,362 Rotary Clubs and an estimated 393,000 Rotarians in 89 countries and geographical regions. New Clubs since July 1, 1954, totalled 53.

The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and in particular to encourage and foster:

(1) The development of acquaintance as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service

With Revolutionary Machine . . .

End Copying Bottlenecks Automatically

A Low Cost Complete Photocopy Department All In One 20 inch Unit



All Electric
No Installation

APÉCO SYSTEMATIC *Auto-Stat*

Right in Your Own Office Photocopy Anything Written, Printed, Typed, Drawn or Photographed in Less than 45 Seconds

Solve the problem of handling your paper work in a hurry with the new Apeco Systematic Auto-Stat. With this quick copying machine, thousands of firms have eliminated 35% of all typing and actually cut paper work in half. Anyone can operate it . . . just flip a switch and any papers, opaque or transparent, can be copied in seconds no matter if printed on one or two sides. It's low cost, too . . . priced within the budget of the smallest business.

Lifetime Service Guarantee with Every Apeco Auto-Stat

Send for NEW FREE Book

Find Out How You Can Save Time and Money in Your Business . . .



American Photocopy Equipment Co.
1972 W. Peterson Ave., Chicago 26, Ill.

Rush me without obligation your new book the "Auto-Stat Story." I understand this is a report on Auto-Stat copying and shows how this machine can increase the efficiency of any business.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

The Editors'

WORKSHOP

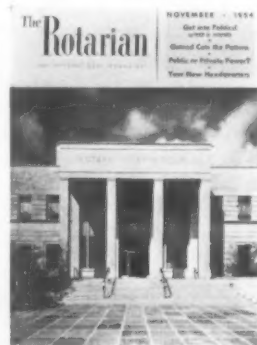
THOSE closing-day pressures are on . . . the last bits of copy are going to the printer, the last corrections are straggling in by wire, phone, and mail . . . the last nerve has been drawn twangy taut—and to put down some things that should be said here we'll try something like that stream-of-consciousness trick which some critics hold is the easy way out of literary production. Forgot to say last month that our October debate on free trade fits right in with the U. S. national high-school debate topic for 1954-55: "What should be the foreign-trade policy of the United States?" Know any high-school debaters? You might mention it to them—except that they will probably tell you that "Yes, we saw the listing in the *Readers' Guide*," in which your Magazine has been listed since 1934. . . . November is election month in many places and when we invited Luther Hodges to tell you what it's like when a businessman takes the chilly plunge into public affairs, he agreed if we thought it would help stir interest in the vital subject. We did. Incidentally, *Business Week* did an extensive story on his bold venture back in September, 1952. . . .

"I could hardly take my eyes off the beautiful reprint of Tom Dolan's painting," says a California lumberman of our October cover—the mallards in flight. He sends us a coin and asks that we mail a reprint to some shut-in—"whomever you may know." We did—to a hospitalized veteran. Reprints of that cover were offered for sale @ 10 cents each. We still have a few. Send coin, not stamps, if you wish one to Department C of this Magazine. . . . Your children or your children's children may be interested to know that Santa, who will be coming rather soon, will never run out of reindeer. An association of reindeer raisers way up above the Arctic Circle will see to that. Story about it in the December Issue. . . .

Most everyone who knows Rotary well concedes that its route to a stable, peaceful world—the route of personal international acquaintance—is a slow one. Yet this does not discourage anyone who knows Rotary well. Slow but sure may someday do it. Take the meeting which President Herbert J. Taylor reports on in these pages. It took place when discouragement over European efforts to work in concert was in a steep rise. Yet people from 30 countries met in Ostend and, as the President implies, developed that kind of unity that comes only from knowing the other person—seeing pictures of his house and family,

exchanging recipes, squaring off with him at tee or dart board, discussing problems of currency or Communism or cribbage over a cup of coffee. It's a slow way, all right, and there isn't a Rotarian on earth who wouldn't welcome and support any faster one that is fair and sure. Meanwhile, it is surely a good thing that someone is plugging along cheerfully on the slow road. . . .

Every man, woman, child, or institution that is a subscriber to this Magazine in February, 1955, will receive his or its regular copy of that issue as a regular thing without any extra cost. Even though it is to be the Golden Anniversary Souvenir Issue, it will come to him or it routinely. But as our ads (see inside back cover for current one) have informed you, thousands of extra copies are to be printed and sold at 25 cents each to anyone who wants them. More than 300 Clubs have already ordered more than 32,000 extra copies—for home-town public-relations distribution. That's more than one extra copy per Club member! Has your Club ordered? Your Secretary or Golden Anniversary Chairman or Club Magazine Chairman should have the answer



Our Cover

IT SHOWS your new building—the headquarters of Rotary International at 1600 Ridge Avenue, Evanston, Illinois. Bill Goodnow exposed the eight-by-ten sheet of ektachrome which resulted in the transparency from which this four-color picture was made. Mr. Goodnow is a part owner in the Kranzten Studio, Inc., in Evanston . . . and he and his colleagues went on after shooting this shot to take the black-and-white pictures you see of the interior on pages 30-34. Mr. Goodnow is well known in architectural photography, has been honored by the Photographers Association of America with its master of photography degree and its medal for color harmony—Eds.

THE ROTARIAN

ABOUT OUR CONTRIBUTORS

Newspaperman, social worker, ordained minister, and lecturer, WILLIAM F. McDERMOTT is a free-lance writer who draws on rich experiences touching many fields. During three decades of reporting for the Chicago *Daily News*, he interviewed scores of great men, was religious editor, and helped raise \$450,000 to aid needy families in the Chicago area. Author of more than 400 articles for leading United States magazines, he is now devoting his entire time to free-lancing.



McDermott

Two big jobs are handled by BETTY REES, who lists her occupation as "writer and mother." To her writing job she brings journalism training at the University of Missouri; to her mother rôle she brings pride in a 12-year-old named DAVID CHARLES, proud owner of a Tennessee walking horse. A busy World War II widow, MRS. REES gives many hours of her time to her county's cancer crusade in southern Illinois.



Rees

Humorist JAY WORTHINGTON lives in a Tennessee village called Beersheba Springs, a veritable writer's paradise from the standpoint of seclusion, for it is a town where the jingling of telephone bells is not heard. The reason: there are no 'phones in the entire village.



Bharucha

Author of this month's guest editorial, ROTARIAN N. N. BHARUCHA is professor of Persian and English at Samaldas College in Bhavnagar, India. . . HENRY WENCLOWSKI, illustrator of the McDERMOTT article about gifted children, often uses his daughter, KAREN, 9, as a model. A designer and illustrator, his accounts include many of the largest U. S. advertisers. . . LOYD BRADY and ROBERT A. PLACEK are on the editorial staff of THE ROTARIAN.

SUBSCRIPTION RATES: \$2 the year in the U.S.A., Canada, and other countries to which minimum postal rate applies; \$2.50 elsewhere; single copies, 25 cents; REVISTA ROTARIA (Spanish edition) \$2.75 annually; single copies, 25 cents. As its official publication, this magazine carries authoritative notices and articles on Rotary International. Otherwise no responsibility is assumed for statements of authors. Any use of fictionalized names that correspond to the names of actual persons is unintentional and it to be regarded as a coincidence. No responsibility is assumed for return of unsolicited manuscripts or photographs. THE ROTARIAN is registered in the United States Patent Office. Contents copyrighted 1954, by Rotary International. Entered as second-class matter at the Post Office, Evanston, Illinois. Additional entry at Chicago, Illinois.

IN THIS ISSUE

VOLUME LXXXV

NOVEMBER, 1954

NUMBER 5

This Rotary Month.....	3
Rotary—The Synthesizer.....	N. N. BHARUCHA..... 6
Ages of the Wheel.....	7
Mr. Rotarian, Get into Politics.....	LUTHER H. HODGES..... 8
Ostend Cuts the Pattern.....	12
A Gifted Child in Your Home?.....	WILLIAM F. McDERMOTT 18
Golden Anniversary Nuggets.....	21
Public or Private Power?	
Let Service and Price Determine It.....	ALEX RADIN 22
Government Should Not Compete.....	WALTER H. SAMMIS..... 23
Three Miracles in Stratford.....	LOYD BRADY 24
'Check, Mate'.....	JAY WORTHINGTON 27
A Bell Rings for the School Board.....	BETTY REES 28
It's Yours: Come In!.....	30
Peeps at Things to Come.....	HILTON IRA JONES..... 35
Hibbing Banks on Blood.....	ROBERT A. PLACEK..... 36
Speaking of Books.....	JOHN T. FREDERICK..... 39
Other Features and Departments:	

Your Letters.....	1	Take a Page from Eureka..	45
The Editors' Workshop.....	4	Personalia.....	46
What Is a Town's Reach?..	10	Fathers and Sons in Miami.	47
A Man of Peace Remembered		Junior Is Puzzled.....	57
in a Park.....	11	Hobby Hitching Post.....	63
Human Nature Put to Work	40	Rotary Foundation	
Rotary Reporter.....	41	Contributions.....	63
Young Man with Grit—		Stripped Gears.....	64
and Friends.....	43		



THE ROTARIAN Magazine

Is regularly indexed in *The Readers' Guide to Periodical Literature*
Published monthly by Rotary International

President: HERBERT J. TAYLOR, Chicago, Illinois, U.S.A.
Secretary: GEORGE R. MEANS, Evanston, Illinois, U.S.A.
Treasurer: RICHARD E. VERNOR, Chicago, Illinois, U.S.A.

Magazine Committee Members.

CARL P. MILLER, Los Angeles, California, U.S.A. (Chairman); ABEL CRUZ-SANTOS, Bogotá, Colombia; CHARLES E. DEARNLEY, Philadelphia, Pennsylvania, U.S.A.; LLOYD HOLLISTER, Wilmette, Illinois, U.S.A.; PRENTISS A. ROWE, San Francisco, California, U.S.A.

Editor: KARL K. KRUEGER **Associate Editor:** AINSLEY H. ROSEEN
Business Manager: RAYMOND T. SCHMITZ **Advertising Manager:** WALTER R. BUELL

Editorial, Business, and General Advertising Offices: 1600 Ridge Ave., Evanston, Illinois, U. S. A. **Cable Address:** Interotary, Evanston, Illinois, U. S. A. **Telephone:** DAVIS 8-0100. **Change of Address and Subscriptions:** Mail all correspondence to address above. When ordering change of address, allow one month and please furnish old as well as new address, including postal-zone number if you have one.

ROTARY—The Synthesizer

*Society, fragmented by specialization, needs the uniting fellowship
of men with varied viewpoints.*

By N. N. BHARUCHA, M.A.

Professor of Oriental Languages; Rotarian, Bhavnagar, India

METROPOLITAN life is atomistic. The city, as a city, does nothing to correlate its human particles into a pattern of responsible communal living . . . technological progress has reduced the number of physical contacts, and impoverished the spiritual relations between members of a community.

Those are the words of Aldous Huxley in his book *Ends and Means*. What Huxley said of the city, we can project to larger spheres. We could collect, in fact, a whole symposium of similar comment.

R. G. Collingwood says in his autobiography: "Man's power to control Nature has been increasing *pari passu* with a decrease in his power to control human affairs."

And Bertrand Russell observes, "We know too much and feel too little. At least we feel too little of those creative emotions from which a good life springs."

Thus run the observations of many of today's thinkers. We live in a decadent society, in a civilization technically perfect but spiritually barbarous. The values of life have become mercenary. Money talks; money writes; money, like charity in other days, covers a multitude of sins. The price of *things* has gone up; only man has become cheap. In dealing with his fellows, 20th Century man is still medieval. His head is swollen; his heart is empty.

It is no wonder that truthful, honest, virtuous men are choked with the odor of hypocrisy in these times. For the supreme problem of our age is to match our progress in technology with progress in human relations.

Our task, fortunately, is not hopeless. Let us look at the Object of Rotary as it deals with Vocational Service: "High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society."

These words bear repetition until they become threadbare. All mankind is our business. Like the humanists of old, or like the savants of society today, we all, members of different vocations, must dedicate ourselves to the ideal of disinterested service to common humanity.

To guarantee real Vocational

Service, we must have as members of every Rotary Club men of great integrity, outstanding representatives of worthy and recognized business and professional activity. Here, I think, our Classification and Membership Committees have a great part to play. They should be composed of men with strong characters themselves, men capable of taking a firm stand against the admission of weak members.

Why should we be so careful about selecting new members? Because every member of every Rotary Club, as a thorough representative of his vocation, can play a silent but important rôle inside and outside Rotary within his own business or profession. The genius of Rotary is individual action. The product of Rotary is men.

In this age of fragmentation, specialization, exclusiveness—Mr. Huxley's "atomistic life"—we waste so much human energy for lack of coördination and integration. Life today is compartmented—we are divided by our work, by classes, races, and narrow nationalism. It is difficult to view life as an integrated whole, thus the consequent chaos of our times.

I think Rotarians can accept this challenge, practicing their codes in their callings, serving as happy links between different parts of our society. We can improve the understanding and goodwill among members of different and even conflicting vocations.

The world of business is passing through a revolution. The employer and employee, the master and the servant, are almost changing places in certain parts of the world. Service is not servitude. That lesson in human dignity must be learned by all men and Governments the world over. If we take a higher view, barriers between competitors, between employer and employee, between buyer and seller, can vanish. We can all live as one family, as God's children in our common adventure to create a society where strife is resolved into fruitful action and a joyful, creative life.

We must realize the imperative need to overhaul the commerce of ideas. Rotary, with its great variety of men and interests, can further this revolution, in the minds and hearts of men, changing our fragmented, atomistic society once again into a synthesized, creative whole.

Guest EDITORIAL



AGES of the WHEEL



THE wheel rolls through long corridors of history, ever serving mankind, forward from unknown beginnings, no one knows where or when. Probably many times over, primitive men, observing a rolling log, cut slabs from its end, joining them by a center axle, to make the first true wheel. Then countless other men refined this simple device to make it of greater service—and thereby built their civilization higher; few there are of the tribes of men without this tool, although there have been some.

Today it is functional and complex and symbolic of its rôle. Without it, modern society could not function; it tells the story of the work of men, as this exhibit at Chicago's Museum of Science and Industry

indicates. (Press a button; spin any wheel!) The wheel of a Conestoga wagon in the upper right, in its sturdy simplicity, tells of the strength of the men who peopled a new world. The ornate Roman chariot wheel in the lower left is small, built for speed. Behind the largest, a logging wheel, and seen through the spokes, is the compact and complex modern auto wheel—just a few in this case which tells the story of the service of the wheel to mankind. So, too, is it with the organizations of men which have taken for their symbol the wheel.

In a future issue . . . more about this and other museums of Chicago, where Rotary will hold its Golden Anniversary Convention May 29–June 2, 1955.

Mr. Rotarian: Get into

If you want better government on whatever level,



ONE EVENING two years ago I was the speaker at a small Rotary Club here in North Carolina. At that time I was a candidate for the political office which I now hold in our State. Knowing Rotary's position on politics and fully subscribing to it, I chose to address this Club, which I had long before helped to organize, on a Rotary subject—"You and International Service."

Furthermore, I specifically warned the old friend who was to introduce me that he must avoid any mention of my candidacy or of politics. This he did very faithfully—until he reached his final sentence. Then he blurted out: "... and if it were not against Rotary rules, I would tell you that Luther is going to be elected Lieutenant Governor of our State."

Everybody laughed—and I tried to smooth things over in my opening remarks—but a good many men in that room winced at this breach, even as you may wince at my telling of it. For most of the 393,000 Rotarians of the world know that throughout its 50 years Rotary has tried hard and successfully to keep itself completely clear of political and religious controversy in its Clubs, in its Districts, and in its International organization. This, most of us agree, has been the way of wisdom, for just one major political or religious schism within our Rotary family could doom it and all its wonderful works in

8,362 communities in 89 nations to quick disintegration.

There are times, however, when I think we've become so sticky or technical or confused about the matter that we have passed up some great opportunities and dodged some pretty direct responsibilities. A lot of us, I'm sure, have picked up our rule on what the Clubs should and shouldn't do and have misapplied it to ourselves, hiding from our individual obligations behind it.

"There's no use talking to Rotarians and other service-club members on politics and public affairs," a prominent public official told me not long ago. "All they do is listen more or less respectfully and then forget to vote."

Politics? They're dirty. They are none of my business. I'm busy. Did you ever hear anything like that in your Club—or voice

such views yourself? If so, just put it down somewhere now that public affairs and politics are your business, that where politics are dirty it takes clean people to clean them up, and that on that matter of being too busy, if you aren't careful, you may wake up and find you have no business to be busy about.

No, my fellow Rotarian, Rotary grants no man immunity from politics. On the contrary, it urges every man in every Club to be a good and serving citizen of his country. To me that means that he and you and I may have to go out and ring doorbells for votes, get neighbors out to precinct meetings, accept that school-board nomination, plug hard for that zoning-board ordinance, drive for that unpopular school-bond issue, and otherwise stick our necks out and get our collars a little soiled in a world that sore-

What Is Rotary's Stand?

WHAT does Rotary say about politics? In its Standard Club Constitution it says:

"The general welfare of the community is of concern to the members of this Club and the merits of any public question involving such welfare may be fairly and intelligently studied and discussed before a Club meeting for the enlightenment of its members in forming their individual opinion. However, this Club shall not express an opinion on any pending controversial public measure.

"This Club shall not endorse or recommend any candidate for public office and shall not discuss at any Club meeting the merits or demerits of any such candidate."

In a Convention Resolution adopted in 1934, Rotary set up a technique for handling requests made upon officers of Rotary International for support of governmental or national programs. It

said that whereas each Rotary Club must decide for itself what problems it will consider, and whereas the endorsement of a governmental or national program might be unacceptable to Rotarians in countries other than the one concerned, therefore the officer of Rotary International upon whom such a request is made shall report to the authority making the request these principles and shall report to the Clubs in the country concerned the action taken, reminding them of this Convention Resolution and particularly of the policy set down in the Standard Club Constitution (quoted above).

In a Convention Resolution adopted in 1943, Rotary International said that it "expects every Rotarian to so order his daily personal life and business and professional activities that he will be a loyal and serving citizen of his own country."

POLITICS

By **LUTHER H. HODGES** **A Man Who Did!**

*Lieutenant Governor, North Carolina;
Rotarian, Leaksville-Spray, N. C.*

you are the route to it.

ly needs the organizational gifts and higher-than-average honesty of successful business and professional men motivated by the service ideal. Thousands of Rotarians are already up to their ears in public affairs. My point is: are you?

As you may or may not know, I myself am a neophyte in politics. My experience will therefore be worth nothing to you who have been in it long, but to you who are considering a first venture into the arena, it may have value. The story runs something like this:

After 30 years in merchandising and manufacturing, I retired several years ago. For years I'd been saying to Rotary and other civic groups that it was high time we as business and professional men took more interest in public affairs. I had taken some interest myself—not much, but some. For one thing, I always tried to know my elected representatives. One day, after moving to another State for a temporary business assignment, I dropped in at the House of Representatives in Washington, D. C., and asked to see my Congressman. When he came off the House floor, he asked me rather curtly, "What do you want?" I replied that I simply wanted to "say hello to my Congressman," which was the truth. With an oath he let me know that this was the strangest thing he'd ever heard. I tried without success to tell him that I had always visited my Congressman and Senators and my State Governor—and didn't want anything from them.

During World War II, I volunteered my help to the Office of Price Administration and later served as consultant on organizational matters to the Secretary of Agriculture, who at that time was Clinton P. Anderson, a Past President of Rotary International, and now U. S. Senator from

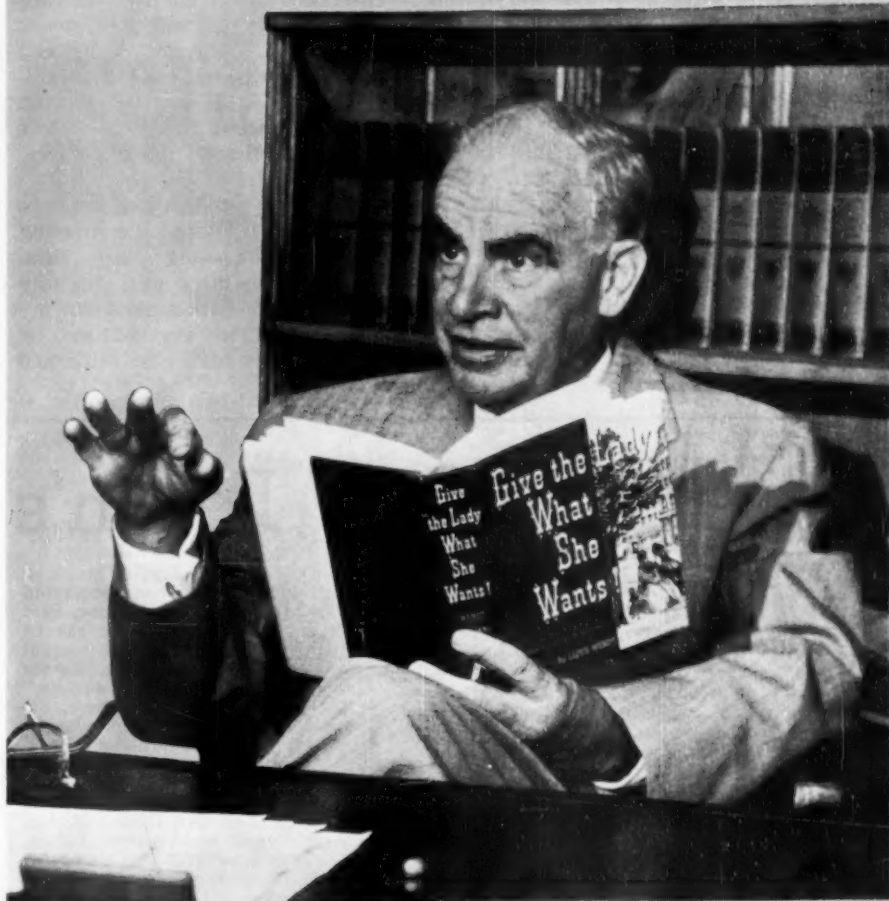


Photo: Business Week

THE HODGES story is in the best American tradition—a poor boy who worked hard and made good. Just that simple and that true. Born in the hills of southern Virginia, Luther Hartwell moved with his family at age one across the border into North Carolina and went to grammar school, high school, and college. Not that easily, however. Out of necessity and internal compulsion, he got himself a job at age 12 as an office boy in a textile concern in Spray—and worked at it and in the mills every night, every Saturday, and every Summer. When he walked off the commencement platform at the University of North Carolina with an A.B. degree in 1919—he'd been president of the senior class and of the student body—he walked back into the mills which had long since come under the ownership of Marshall Field & Company and started in full time as secretary to the general manager. By 1933 he himself was manager. By 1943 he was Marshall Field's vice-president in charge of mills and sales; in 1950 he retired. The rest of his business career is modestly sketched in his article. His corporate directorships and Rotary services are long stories in themselves—the latter starting with his joining of the Leaksville-Spray Club in '23 and moving to his international Directorship in 1952-54. He has a wife, Martha; two married daughters; a college-boy son; and wishes he could someday catch up with his hunting and fishing.

New Mexico. Still later I spent a year in Germany with the Economic Coöperation Administration as chief of industry. Even in these small niches I found that one could make a contribution, could save his Government some money, and at times could influence those with whom he worked to give a little better, more dedicated service.

Then along in 1951 some of my friends urged me to offer myself as a candidate for an office in our State. "You've been preaching this sort of thing for years," they reminded me. "You've said repeatedly that when a businessman could afford it in time and money, he ought to go into pol-

itics—part time or full time. How about it, Luther?"

The thought of asking people to vote for me would be a brand-new experience and I shrank from it. I had made my own way since I was 12 and had never asked help or favors. I disliked the idea of asking any now. Still, I was caught with my own preachments. I had better start practicing them. Thus I threw in my hat.

After my public announcement I attended a State-wide meeting of my party—my very first. Folks were kind and friendly to me, and I remarked to my good wife, "This isn't going to be so bad after all." She remarked

that maybe I'd better wait and see. The very next morning the newspaper commentary on the meeting said: "The new fellow Hodges made a pretty good impression, but of course he won't get elected. . . . It will be ———."

That made me a little mad and I decided to go to work. The only thing I had in the way of literature was a few dignified campaign cards, but I hadn't yet handed out a single one. Going alone to a coffee shop for breakfast, I wanted very much to slip one of my cards to the fine-looking waiter who served me. I couldn't seem to summon the nerve to do it. When I paid my

What Is a Town's Reach?

JUST about a year ago I had occasion to learn at firsthand about a Rotary motto—"Service above Self"—that previously had meant little to me. Although not a Rotarian, I found occasion to call on members of the Rotary Club of Prosser, Washington, for a community project.

Now, Prosser is a calm, compact community when you get a birds-eye view of it from the hills 25 miles north of the Columbia River: a community of perpetual civic interest, when you live and work in it. As chairman of the public-relations committee in the Prosser schools, I found just how helpful this civic interest could be. I needed the backing of a community organization to promote a proposed project for American Education Week—a job that many other educators will be doing this year from November 7 to 13.

I wanted to portray, through the medium of a large map of the United States, how the small but effective education plant of Prosser had influenced the society of an entire nation—to show the importance of our local system in the nation's education network, and to point up the need for increased interest in public-school work.

The question of where to find backing was in my mind as I entered the office of Lee A. Lampson, Prosser insurance man and Rotarian. Mr. Lampson, with considerable experience in community organization, came to the rescue immediately. Within a few minutes I found myself engaged in seeing

other Rotarians he had interested in the project. A. J. Moore, field man for a sugar company, agreed to help promote sales of license-plate attachments plugging "Better Schools Make Better Communities." Paul Sampson, local merchant, offered window space for display of the map during Education Week. Other Rotarians gave individual help in coming up with a multitude of names of Prosser graduates spread through the United States. Robert Evans, meat-market owner, for example, enlisted the aid of his five brothers, all graduates of Prosser High School, in securing names for the map.

When completed, the map was approximately three by four feet, with Prosser represented on it by a tiny schoolhouse. From this point, lines

radiated in all directions, ending in population centers and rural areas where Prosser graduates now live and work. The State of Washington was emphasized in the picture of contemporary education and its far-reaching effects.

Education Week arrived and the map, with nearly a 100 percent representation of graduates in the 48 States and Canada, was set up in Rotarian Sampson's window. In recognition of the Week, the project was observed by the entire Rotary Club at its regular meeting.

Result: Community interest in education was sharpened in Prosser, and the forces of two professional and business groups were mitered together to achieve a common goal—community service.

—Robert E. Winters



bill—I remember it was 65 cents—to the girl cashier, I blurted out: "I'm running for Lieutenant Governor. I've never been in office before. I wish you would vote for me," and I hurried for the door. "Mister," she called after me, "I'm for you because you ain't in Washington or Raleigh [our State capital] now!"

Unwittingly, that young woman had given me a cue to my campaign. She seemed to feel, as millions did, that our political leadership had failed us, let us down through selfishness, greed, and personal ambition. She also seemed to know, as I knew, that the public generally had abdicated its duty to vote and show interest in public affairs.

Thus in the next three months I drove 11,000 miles by myself, talking to people and groups about good government, about their leaders at all levels, and about the world situation. We have 100 counties in North Carolina and I went to all of them. I made many mistakes, but I said what was in my heart. I refused to give money to poll workers. I wanted support, but I wanted it freely given. The people of the State seemed to agree with me. I was able to beat the three other candidates.

ONE of the duties of my office is that of presiding over the State Senate, which is composed of 50 Senators. Most of these gentlemen were friends of my chief opponent, who was formerly a member of the Senate. Naturally, they had supported him and I didn't blame them. Still, I thought our acquaintance might have value, and between election and inauguration I travelled to their home cities and talked personally with each. When the Senate met and I asked that it be streamlined, that the number of committees and assignments be cut, that employees be reduced, the Senate agreed. I was trying to act just as you would act as a businessman trying to run your company.

What happens to a businessman's thinking and principles when he goes into politics? My brief experience tells me that his thinking may change a little, but that his principles need not and

A Man of Peace Remembered in a Park

OUT beneath the blue skies of Montana, where the scudding clouds, white before the winds from Canada, race across an unguarded border,



Davis

there is a new simple bronze tablet. Not long ago Rotarians, one wearing canonical robes, gathered there for their 22d assembly in the Waterton-Glacier International Peace Park, itself a Rotary idea.

The day was clear, the sun bright, as if in augury. Their words were simple. Their hymns had the great strength of truth. They were there to dedicate the new sheet of metal to the memory of a friend whom they had

all treasured; they were in the midst of a bi-national park dedicated to international peace, and that was the theme of their memory. Their bright flowers in wreaths lay upon the plaque and shimmered hopefully atop the raised letters.

Headed by a name, these letters said, "His steadfast devotion to Rotary's highest principles reflected the understanding and goodwill exemplified by this international peace park."

And the canon intoned the acceptance of responsibility for the plaque. And the witnesses intoned "Amen." And then the skies were alone and the winds were alone in whispering trees and the letters shone out in their solitude.

They said, "Tom J. Davis, President, Rotary International, 1941-42."

In Waterton-Glacier International Peace Park, organized in 1931 when Rotarians suggested joining Canadian and U. S. national parks as a peace memorial, men from Districts 167 and 171, led by Canon S. H. Middleton and Past International President Everett W. Hill, assemble for the 22d meeting. Here District Governors G. Evan Reely (at the right) and Glen W. Peacock unveil a memorial to a man of peace, the late Tom J. Davis, lawyer from Butte, Mont., and a Past President of Rotary, who died October 22, 1953. Tom Davis had worked hard to see this Park come to pass



Lathbridge Herald

had better not. He can be as forthright, high-minded, energetic, and honest in public affairs as he ever was in business—and, again, he had better be. He learns, however, that the approach to problems and projects is quite different. In business he orders a thing done. In politics he must persuade people that it needs doing. This takes patience, great patience—more than he ever needed in business.

Most of you who read this know the expression "to have the edge on the other fellow." As I see it, the politician has a definite edge of one sort on the businessman, and the businessman has a definite edge of another on the politician. This is about the way these "edges" sum up:

Politician's Edge

He is willing to take time. He knows [Continued on page 57]



Ostend Cuts the Pattern

A report on the Rotary Regional Conference just held in this Belgian resort city.

THE OSTEND Conference was a tremendous success. Its program was worthy of an international Convention. I am sure that every one of the 1,660 persons from 30 countries who was present will agree with me in these opinions.

If you are up to date on Rotary matters, you know that the Conference to which I refer was the Fifth Regional Conference for the Rotary Clubs in the European, North African, and Eastern Mediterranean Region of Rotary International and that it was held in Ostend, Belgium, September 10-13. You may also know that it was the first Regional Conference held within our world-wide Rotary family since before World War II.

I would like to share a few of my impressions of the Ostend meeting with you, not only because it was important in itself, but also because it cut a pattern for Regional Conferences to come. The Board of Directors of Rotary International has authorized the holding of a Pacific Regional Con-

ference in Sydney, Australia, November 11-15, 1956. The Board has further said that "if possible and practicable" there should be a Caribbean-Gulf of Mexico Regional Conference in 1957. Ostend had much to teach us about the organization of these future meetings—and it augurs great success for them.

Ostend, as you who were there for the 1927 Convention of Rotary International know, is Belgium's famous seaside resort, and its chief gathering place for large groups is its magnificent new Kursaal overlooking the sea. Trimmed with flower beds and equipped with concert halls,



By Herbert J. Taylor
*President of Rotary International,
at the Ostend Conference rostrum.*

Through this columned portal (left) of the Kursaal the Conferees from 30 lands pass to and fro throughout the week. Note "Rotary Welkom" in Flemish on arch in distance.

Belgium's enthusiastic welcome is typified (below) by the presence of Commodore Robyns, aide-de-camp to the King, and Minister Van Glabbeke, Burgomaster of the city of Ostend. Here the latter greets Past RI Director Arthur Mortimer, of England. Between them is Pierre Yvert, of France—Regional Conference Chairman. Stamp W. Wortley, of England, Rotary's Second Vice-President, is at the right rear.



Ostend's splendid new Kursaal, flower trimmed and on the sea, is the Conference Hall.

"Man in the Age of Science" is his subject as Belgium's Minister of Economics, Jean Rey, addresses the 1,660 Conferencegoers at a plenary session.





In the feast of music offered the Conference is a concert by the Orchestra of the I.N.R.—with noted Soloists Elisabeth Schwarzkopf, Gioconda de Vito, and Arthur Grumiaux.

So convenient! At a writing desk in the House of Friendship a signora writes a letter home to Italy.



theaters, restaurants, and many other facilities, the Kursaal was our Conference Hall. In it we met through the four days in four plenary sessions to hear outstanding speakers and panel discussions on Rotary and world problems; in it we heard two great Belgian symphonies and such peerless European soloists as Elisabeth Schwarzkopf and Gioconda de Vito and an evening of military music by bands from Belgium and The Netherlands. Here also we saw the Grand Ballet du Marquis de Cuevas with some of the greatest performers of this art in the world. Here, too, we met in 14 group assemblies on "Rotary in Daily Life" and mingled in our House of Friendship. Here our ladies saw a fashion show, here we bought the commemorative postage stamps Belgium has issued honoring the Conference and Rotary's 50th Anniversary, and here on Saturday night we all met together in the Conference Ball. From the Kursaal's huge windows overlooking the



"The stamps? Oui, monsieur." The Belgian issues commemorating the Conference sell fast at this special postal desk.

For each lady "A flower, madame?" A bit of pre-Ball hospitality.

Front row at a concert. Rotary's First Lady, Gloria Taylor, is third from left.

Mother and son—at Conference Ball. She is Mrs. Y.N. Chinoy, wife of a Pakistan Rotary Governor.





There is time enough for fellowship—between sessions. This group is gathered in a flowery corner of the Kursaal.



Sight-seeing also fills the week. Here a little family from France explores the Belgian water front. . . .



Backstage during the ballet—Le Grand Ballet du Marquis de Cuevas—with two dancers in conversation.

Photos: A. A. van Eyeden, Jr., for Three Lions, Inc.

The Silver Dolphin (below) brings Norman Cooke, a Past RI Representative, and his party across the Channel from England. Here visitors go aboard.



New and old friends of 30 lands, dining and dancing, and learning to know each other—at the Conference Ball!



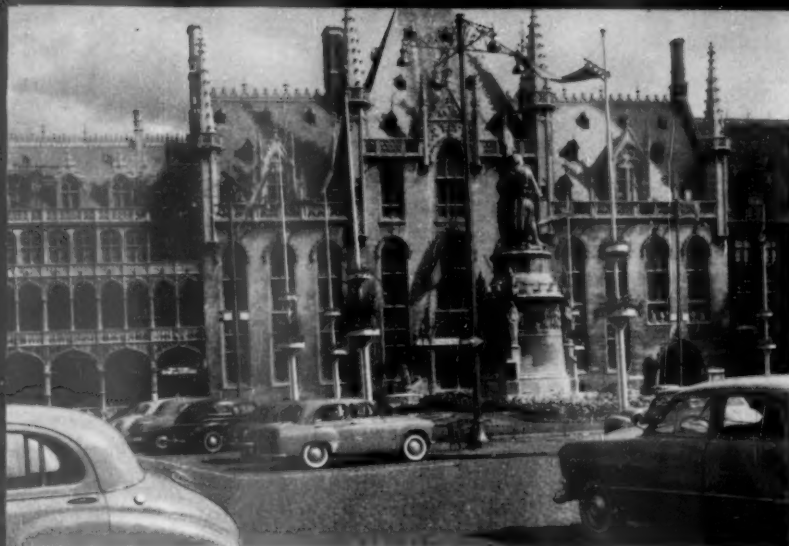
In picturesque Bruges of medieval charm, Conferencegoers take a walking tour—and pause at many a curio shop.

Heralds trumpet the starting signal for the banquet Rotarians of Bruges will tender the 1,660 Conference folk. It is to be held on checkered tablecloths in the ancient rooms of Les Halles, which have been specially decorated in the Bruges spirit for the guests.



sea we watched a fireworks display fired from the beach and it proved very spectacular despite a downpour. If I failed to mention the panel discussion of the Rotary Foundation, I would overlook one of the high lights of the program. Conducted by Past RI Director Curt E. Wild, of Switzerland, it brought before us three of our former Foundation Fellows: Hans Blauwkuip, of The Netherlands; Paul Deneef, of Belgium, and Friedrich Janssen, of Germany. What keen young men—and how their year of study abroad broadened their horizons!

Then came the unforgettable visit to Bruges, the crowning touch to all the great hospitality our Belgian hosts showered upon us. On Monday afternoon over 1,300 of us stepped into chartered busses and private cars and half an hour later stepped out of them in this famous old Belgian port noted for its medieval architecture, its churches, monuments, museums, lace makers, canals, and bridges. First our hosts, the Rotarians of Bruges, took us on a walking tour of the city which ended at the Grand' Place where they had set up a House of Friendship for us. Then in the evening they tendered us a



In this venerable structure, Bruges Town Hall on the Grand Place, the Rotary visitors find a House of Friendship set up for their use.

The walking tour takes many past or into the sidewalk cafes of Bruges—fine examples of this Continental institution for relaxation.



dinner held in the medieval rooms of Les Halles. It was an evening to remember, full of history, good food, and good fellowship.

Good fellowship—that, I think, was the most notable aspect of the entire Conference. Here were people from 30 countries, each burdened by the problems of his own people and their difficult relationships with other peoples. Yet we could all meet and discuss even the touchiest of our problems together in that easy, friendly fellowship which is the genius of Rotary. The European dream of united, coöperative Europe has been slow to materialize. I believe that our meeting there in Ostend in the Fifth Annual Conference contributed substantially toward its realization.

All of us who were there, all who will attend Regional Conferences in the future, and in a sense all who are in Rotary owe a debt to the men and their ladies who planned the Ostend meeting. For their careful organization, their months of hard work, and their thoughtful and abundant hospitality, I personally salute the Regional Conference Committee, the 14 Committees of the host Club, and the Organizing Committee of the Bruges Rotary Club. They wrote an important page in Rotary history.

Good things must end . . . and now does the Conference with the singing of Auld Lang Syne there against the enduring backgrounds of old Bruges. Save for a carillon concert, a promenade along the lighted canals, and the ride back to Ostend, this Fifth Regional meeting is a memory.



a gifted child in your home?



YOU have a greater chance to become the parent of twins than of a gifted child. One in 87 births results in doubles, but only one in 100 produces a gifted offspring.

But if you are one of those whom fate has endowed with a youngster of exceptional brilliance, lucky you are indeed. You and others like you pretty much hold the fate of the world in your hands. You also have an unusual opportunity, and responsibility, for creative guidance.

No matter your nationality, your income, your education, or social standing, you may be the parent of a youngster with remarkable intelligence. The old theory that certain races or highly intelligent people alone produce prodigies has been proved false. A recent test of 8,000 Negro children in Chicago showed once again the 1-in-100 ratio of giftedness, with a few ranging up in intelligence quotients—or I.Q.'s—of 200.

Your gifted child, if he develops within the pattern of 1,500 gifted California men and women studied over a 25-year period by Stanford University, will be taller than the average run of people; will be far less likely to become a delinquent or mentally afflicted; will probably be more happily married, and less apt to seek divorce; will be in a



group rating 700 percent above the ordinary in number of college graduates; will have a 9-to-1 chance of engaging in professional or semiprofessional activity; and will earn a much greater income.

That brilliant youngster of yours may likewise become one of a group of prolific writers of science, fiction, poetry; may develop into an inventor, or win a listing in *Who's Who*. He may turn out to be, like examples cited in the

Stanford survey, a noted surgeon and research specialist; a psychologist and director of a research institute; a distinguished atomic-energy scientist; a Government leader, helping to shape world affairs; an engineering authority on aviation; a physicist in charge of one of the finest laboratories in the country; a prominent motion-picture director; or a noted lawyer, educator, clergyman, or executive.

Genius needs special care no less than the feeble-minded.

Will we squander this human resource?

By WILLIAM F. McDERMOTT



*Illustration by
Henry Wenclofski*

The astonishing achievements of such gifted persons—still fairly early in their careers and with the peak of their attainment probably years ahead—reveal the dynamics of leadership contained in ultra-superior children. It is not too much to say that the essence of our future lies in the generation of highly intelligent children now knocking at the doors of our schools. Yet the tragedy of the situation is that a vast amount of this potentiality is unrecognized, wasted, blighted by inadequate control, or otherwise lost.

In our communities we see heroic and deserving efforts to help backward children. Many Rotarians are engaged in efforts to help subnormal children find more usefulness and happiness in life. We naturally feel a deep sympathy for these unfortunate youngsters. But only recently have communities begun to realize that gifted children also need and deserve special attention.

Just what is giftedness? Some authorities consider the I.Q. to be the proper measure. A more or less accepted rating now is 120 to 140 I.Q. for "superior" children, and 140 and up for "gifted" children. Some authorities rate 130 as the low level of giftedness. But whichever measure is adopted, it must be remembered that other important factors, such as effective social adjustment and emotional stability, enter the picture. Perhaps the will to achieve, or "drive," is still more important; without it, even high intelligence may prove of little value.

But intelligence tests should not be followed slavishly. "Evidence of giftedness should be sought outside the area of intelligence tests," said Dr. Paul Witty, Northwestern University professor and president of the American Association for Gifted Children—an authority in his field. "It appears that an adequate estimate of a child's giftedness can only be made after observation of his behavior. The child whose performance is consistently remarkable in any potentially valuable area might well be considered gifted."

Parents can early begin to tell evidences of giftedness. Dr. Lewis M. Terman, of Stanford Univer-

sity, has found from observing some 250,000 school children over 30 years that gifted youngsters are usually physically superior children, and that they usually walk and talk much earlier than the others.

Giftedness, of course, is something born within the children. It cannot be jammed down any youngster's throat. Some parents, in their determination to have extraordinary children, believe that by intensive mental training of preschool youngsters they can turn ordinary minds into brilliant ones. It can't be done. Sometimes, though rarely, giftedness shows up late in life. But it is not the result of parental cramming. Parents should accept the gifts of their children as they do a child's sex.

Another illusion that parents should clear from their minds is that mental brilliance comes at a cost of other abilities. The puny genius who throws temper tantrums is largely fictitious. Gifted children usually revel in strenuous games, make quick adjustments to new social groups, and take quickly to hobbies.

Psychologists agree that gifted children need in abundance what all children are entitled to—affection and security. It is now recognized that newborn babies need coddling, and that children who grow up in an atmosphere of genuine love blossom out like roses in the sunshine. Just because a child is smart and self-confident is not

A COMMUNITY SERVICE FEATURE

proof that he doesn't need affection.

Parents of extraordinary children may well take heed of modern educational procedures in the handling of gifted children. One is to guard against overacceleration. In the past, children were shoved up, skipping school grades as fast as they could go; social implications were ignored. Now educators are more cautious; whether or not to skip grades should be determined by the individual child. He may skip a grade in elementary school and possibly another in junior or senior high school, permitting him to graduate at 16 or 17—not too

far from his natural group. For him to finish high school at 13 may be socially hazardous. Parents should remember that a 6-year-old with a 10-year-old's mind may be only 6 in his social relationships. They should encourage him to associate with whatever group of youngsters he likes best.

Another emphasis today in education of the gifted is on "enrichment." Extra-bright children, going along with the regular class, avoid idleness and futility by extra reading, research, experimentation, and activity in various fields outside, as well as within, their studies.

As the father of five, I feel that "enrichment" is one of the finest words ever introduced into the parental vocabulary—whether one is dealing with average or extraordinary offspring. It means far more than merely keeping kids busy and out of mischief; it seeks to make available a wealth of knowledge, understanding, and experience as the child follows his natural bent in life. If it is music, introduce him in many ways to its beauty and utility; if it is aviation, open up to him the fascinating story of its beginnings and possibilities.

The rewards coming to the parent of either a superior or a gifted child who seeks to enrich his development—without forcing it—will be thoroughly satisfying. If the gifted child has the restless urge to go forward, he will chart his own way. In more than one instance, parents of gifted children have been startled to find the family atlas or encyclopedia dusted off by the shirt sleeves of their knowledge-hungry offspring.

A happy home, where congeniality and poise reign, means probably as much in the development of a gifted child as any other single factor. Discords and shows of temper produce a nervous reaction in the child—fear, inattentiveness, and confusion in thinking. Gifted children are even more sensitive to discordant home life than are average children.

In fact, there are many special problems for the parents of the gifted. Dr. Witty tells of a 5-year-old lad with an I.Q. of 183 who had the reading ability of a child of 10. In early school grades he was

given routine material to read. It disgusted him. He became discontented and uncoöperative. Expert analysis showed the root of the problem: he needed more outlets for his abilities. It was a case of enrichment. He chose books of science to read, and he was assigned the job of reporting his findings to his class. The other boys and girls enjoyed his presentations, and he was stimulated by the activity that challenged his abilities. His moodiness disappeared.

Social adjustment is often more difficult for the gifted child. His very brilliance may set him apart, and it is easy for other children to be jealous of him. It isn't difficult for gifted children to become "problem children." Authorities report that about one in 20 is inclined in this direction.

PARENTS can do a great deal to help their gifted child adjust to his world. One thing to avoid like poison ivy is any tendency toward exhibitionism. If you put precocious Jackie on parade to be hovered over by relatives with fulsome flattery, Jackie can turn into a little peacock. Instead, parents can give their gifted youngster a strong sense of "belonging"—in his home circle, in his social group, at play, and in school. They can help him feel a sense of achievement and usefulness by honest appreciation. They can help him to be considerate of others. And they can provide new challenges so he will continue to do his best.

A gifted child is probably the most active wonderer of all. Early he begins to sense something of the mystery of life. "Where did I come from?" "Who made the world?" and "What is God like?" are questions that spring up early. It gives parents their capital opportunity to acquaint the youngster with spiritual values.

A gifted child is also probably the prize gift of all. Destinies are wrapped up in him. By him nations rise or fall. If you are, or become, one of the lucky 1-in-100 parents of a gifted child, count yourself most fortunate. Yours is the most fascinating task in the world—the nurture of possible genius, leadership, and creativity.

Success to you!

Golden ANNIVERSARY Nuggets



February 23 to June 2 is the
50-year birthday period of Rotary.
Help yourself to these ideas planned by
Clubs and Districts to celebrate the event!



Kaiapoi, New Zealand, center of a big wool region and world famous for its rugs and woven goods, has taken Rotary's 50th Anniversary as a golden opportunity to produce its own 16-millimeter motion picture showing not only Club and members' activities, but something of the country and city which make them possible. The film is being produced by the members themselves for use by other clubs and civic organizations. Broader distribution also is planned for the Golden Anniversary period.

★ ★ ★

Back in the dim ages before the Normans conquered the native Saxons in Britain, the people of what was to become the modern city of Winchester began to build for themselves a church. Most of it survives today, greatly altered in some places and with a new foundation, as the Cathedral of Winchester. Its 556 feet of length make it the longest church in England. In this historic spot the Rotary Clubs of District 11 will celebrate the Golden Anniversary of Rotary International with a special service on February 22, the eve of Rotary's 50th Birthday. Besides civic dignitaries, Rotarians, their ladies, and other guests will be present.

★ ★ ★

An 8-year-old Korean girl orphan is finding her somber lot in life much easier this year, thanks to the Rotary Club of Hastings, Pennsylvania, and its celebration of Rotary's Golden Anniversary. For a total cost of \$120, the Club "adopted" young Soon Yong Lee, orphaned after her family fled in-

vaded Seoul. For the current year, the Club, at stated intervals, will supply her with clothing, soap, blankets, candy, and similar items as its Golden Anniversary project.

★ ★ ★

Back in April THE ROTARIAN carried a little story on how the Rotary Club of Thomasville, Georgia, built and donated a small chapel or prayer room to a girls' school. Titled *Room for Prayer*, the story told how Prince E. Jinright, then President of the Thomasville Rotary Club, had seen a man praying alongside his automobile outside a hospital. The sight remained in his mind; the little chapel was its result. That brief account caught the eye of Norman W. Evans, then President-Elect of the Rotary Club of Too-woomba, Australia. Again the idea struck a responsive chord—and now, as its Golden Anniversary project, the Too-woomba Club is building just such a room for prayer on the grounds of its non-denominational hospital. So another Rotary idea has circled the earth.

★ ★ ★

Since Rotary's origin also represents the beginning of the whole service-club movement, the Rotary Club of Dexter, Missouri, has ordered extra copies of the February, 1955, issue of THE ROTARIAN to give each member of the local Kiwanis Club. (This special Anniversary issue—available at 25 cents a copy—will include a salute to other service clubs.) The Rotary Club of Sioux City, Iowa, with a membership of 230, has ordered 1,000 extra copies of the February ROTARIAN to distribute

throughout the community. All orders (see inside back cover) for extra copies must be made before the deadline, November 1.

★ ★ ★

The Rotary Club of Peekskill, New York, is planning to present each of its members with a wall plaque of the Four-Way Test for public display in their business places. As an International Service project during the Anniversary period, the Peekskill Club is also planning several programs in charge of Rotarians from other lands. Each will tell what Rotary has meant in his own country.

★ ★ ★

Besides updating its Club history, the Rotary Club of Sholpur, India, is planning a twofold affair as its Golden Anniversary project. The first will be a pageant depicting the various Club activities; the second, the building of ten to 15 huts for lepers and providing a reading room, radio, and cistern with necessary plumbing facilities for the local leper colony. . . . The Rotary Club of Bombay is planning to put placards announcing Rotary's Anniversary in each of the 1,000 busses belonging to the Bombay State transportation system.

★ ★ ★

In addition to sponsoring on a local radio station the opening Golden Anniversary network broadcast, the Rotary Club of Calumet-Laurium, Michigan, has suggested to all clergymen in town that they choose a topic on the "Service above Self" theme for delivery Sunday, February 27. Reception to the idea has been satisfying.

Let Service and Price Determine It Says Alex Radin

THE massive hydroelectric dams, with the force of thousands of cubic feet of water churning through their giant generators, are symbolic of public power to most Americans. Yet, the less spectacular, 15-foot-high Diesel engines in towns of 3,000 population are equally representative of public power, and in most cases these smaller power plants have a heritage antedating that of the big hydro power projects.

For public power in the United States, contrary to the popular conception, did not begin with the large-scale construction of hydroelectric structures in the Tennessee Valley or the Pacific Northwest. Public power has developed over a period of more than 70 years alongside privately owned power companies, in several thousand communities.

In fact, in 1882, in the first year of central-station electric service, four municipally owned electric utilities already were in operation. They were as representative of public power as the impressive hydroelectric projects are today. Through the years, the number of municipally owned plants increased and reached a peak in 1923, when 3,081 municipalities had their own electric systems. Today it is estimated that more than 2,300 municipally owned electric utilities are in operation, the smaller number being attributed primarily to the advantages of technological integration.

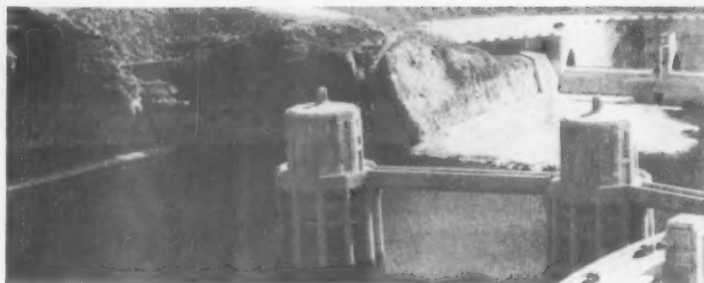
With the growth of the electric industry, the local publicly owned electric utilities have developed new administrative forms. Thus, in the early '30s, an enabling act was passed in the State of Washington permitting the establishment of public-utility districts. Today some 23 of these districts are in operation in the State of Washington, each serving generally within the boundaries of a county.

Likewise in the '30s, subdivisions of the State of Nebraska were created and various power districts were formed for the purpose of generating power and distributing it to ultimate consumers. During that period, other States, notably South Carolina, Oklahoma, and Texas, also developed large hydroelectric projects.

Today we find that the municipally owned electric utilities, State projects, and public-utility districts have a total installed capacity of 8,169,000 kilowatts, or 9.2 percent of the nation's total gen-



Alex Radin is general manager of the American Public Power Association, a position he has held since 1951, had been associate editor of its magazine since 1948. Following military service he was associated with the U. S. Department of State.



Public or Pri

The question of who shall own and operate the power resources of America is an old one—but it recently has received new impetus from the application of atomic energy to electric production. Who should do this—Government, which developed atomic energy with taxpayer funds, or private in-

erating capacity. These local publicly owned electric utilities serve approximately 6,300,000 customers, or 14.2 percent of the total.

Why were these local instrumentalities of government created? Primarily because it is a fundamental principle of our government that the people have the right to decide for themselves whether they want to serve themselves with electrical energy, or whether they want to hire someone else to serve them with this vital necessity.

Frequently we hear the charge that public power is "socialism." To me, it is no more socialistic for a town to be served with its own publicly owned electric system than it is for a housewife to do her own housework, rather than hire a maid to do it for her. Personally, I am convinced that ideological considerations seldom have entered into a community's decision as to whether it wanted to be served by a publicly or privately owned electric system. People are more interested in adequacy of service and the price they pay for electricity than they are in the emotionally charged question of public versus private power.

With some 2,300 local publicly owned electric utilities in operation today, it is a matter of great interest to know how these systems compare with the privately owned power companies. Fortunately, since 1946 the Federal Power Commission has been publishing comparable statistics for the Class A and B privately owned power systems and local publicly owned utilities (these are the utilities with gross annual electric revenues in excess of \$250,000 a year).

The American Public Power Association recently completed a study of the comparable statistics of these two types of power systems. We found that during the course of the [Continued on page 58]



ivate Power?

vestors who have built a great industry on the concept of serving the public economically? In the U. S. the closing days of the 83d Congress were split by an exhausting filibuster on this question. Here two outstanding experts in the field give their views. Your opinions are invited.—*The Editors.*

THE free-enterprise system started in America in colonial days. Three years after the landing of the Pilgrims, men of the colony became dissatisfied with their lot of working, farming, hunting, and fishing and then storing the fruits of their labor in a common warehouse to be rationed out to all as supplies. Strong and skillful men got tired of dividing crops with those who did less work. Women, encouraged by their husbands, voiced objections to cooking, weaving, and working in the fields for other than their own families. So it was that Governor Bradford decided to give each family a plot of ground, permitting each family to keep everything it raised, but insisting that each family depend on its own work for food and clothing. The plan, so the Governor wrote in his diary, was a great success; the colonists became industrious and contented, some families had surpluses to sell, and famines disappeared. Having found that this system worked not only in Massachusetts but in other locations as well, it was handed down from generation to generation to become synonymous with America's progress.

The principle that all men are created equal and endowed by their Creator with certain inalienable rights—among them life, liberty, and the pursuit of happiness—is set forth in the Declaration of Independence. The Revolutionary War was fought to establish a Government that would maintain, respect, and preserve the rights and freedom of the individual.

Our forefathers in drafting the Constitution delegated only certain specified powers to the Federal Government, and carefully reserved to the States and the people all powers not so delegated, for liberty comes not from government but from the people themselves. The free-enterprise system has thus been used to preserve the individual liberty and rights of

Government Should Not Compete Says Walter H. Sammis

all the people and it is not, as some seem to think, the property of business. Free enterprise is an instrument of the people, a means of getting things done by the people for their own benefit—the system for their individual and personal well-being. Under this philosophy Americans have become the best-fed, best-clothed, best-housed people on earth.

Let's look at the record. The United States, with less than 7 percent of the earth's population, has 61 percent of all the telephones in the world, 75 percent of the automobiles, 51 percent of the radios, 50 percent of all steel capacity, and 41 percent of the world's electric-energy supply. We furnish nearly half the world's manufactured goods.

The benefits that have accrued to the American people under the system of free enterprise are further shown by these statistics in the electric light and power field. When Thomas Edison started the first electric-lighting company in New York in 1882, residential electricity sold for about 24 cents a kilowatt hour. By 1932 the average price was down to 5.6 cents and at the end of June, 1954, it had dropped to 2.71 cents a kilowatt hour.

The household user paid only about one percent of his "cost of living" for electricity in 1953, as compared with 1.6 percent in 1939, despite the doubling of the average use of electricity in the home. The manufacturer spent only six-tenths of one percent of the cost of his finished product for electricity in 1953, as compared with 1.4 percent in 1939.

These achievements since prewar days are all the more remarkable in view of the inflation that has occurred during this era. To the best of my knowledge the consumer of electricity has fared better than the user of any other commodity or service during this continuing period of high prices.

Free enterprise, perhaps better described as investor ownership, asks only fair play from government, but government in business begins with, grows, and survives on subsidies, exemptions, privileges, and preferences.

Since the profit motive has always been approved by the great majority of the American people as a proper incentive to our way of doing business, it is nothing short of alarming to observe the extent [Continued on page 60]



Walter H. Sammis, a former president of the Edison Electric Institute, is president of the Ohio Edison Company, a post he reached after a business lifetime in the public-utility field. He is an electrical engineer by training.



Photo: Smith

Briton James Mason, who starred with an all-Canadian cast in the 1954 production of Measure for Measure.

ture, this community staged a Shakespearean Festival, complete with stars like Alec Guinness, Irene Worth, and James Mason, and with a cannon and trumpet fanfare opening every performance; it entertained hordes of visitors from every Canadian Province and nearly all the States of the United States, from England, from South Africa, and, at last reports, one lonely soul from Tristan Da Cunha, a speck of three South Atlantic islands harboring 130 people, was en route to the Festival. It built what has been termed the most revolutionary stage in the theatrical world today—and it brought the plays of Shakespeare and Sophocles in their full magnificence to packed-house audiences of farmers, politicians, laborers, white-collar workers, sophisticates, housewives, and stenographers—and in 1954 it took in \$392,600 in nine weeks of playing. One Toronto newspaper, more than 100 miles away, chartered a special train every

Three Miracles in

THIS is the story of an isolated Canadian community which built up its somewhat tenuous linkage with Shakespeare into "one of the most significant" ties between the great dramatist and the people ever achieved on the North American Continent. And before it had finished even the first season of this little task, it had involved the whole community, the surrounding countryside, its nation, and several other countries as well.

The city is Stratford, named after Shakespeare's birthplace in England. Prior to 1953, this town in the middle of Ontario was known principally as a railroad division point and as a manufacturer of such assorted things as furniture and piston rings. It has an 86-member Rotary Club which

made Youth Service its principal activity, staging an annual Fall Frolic to raise money for its children's camp. There is a full complement of other service clubs, all of which share joint signboards at the approaches to the city. It has many things including conservative houses nestling on tree-shaded streets, but by no manner of means could it have been called a theater town. Not only was there no theatrical tradition among Stratford's 19,000 people, but at least 75 percent of them had never even seen a legitimate play, much less Shakespeare.

Yet, beginning in the Summer of 1953 right at the onset of the second Elizabethan Age and continuing into the unforeseeable fu-

Wednesday night throughout the 1954 season—and filled it with 400 of its readers who made the journey after work, eating dinner at one of two Stratford churches serving them, and returning home in the wee hours of the morning, to stagger weary but thrilled through the next day's work, sustained by the rosy afterglow of great theater.

Stratfordians themselves saw the shows nine and ten times, standing in ticket lines reminiscent of baseball's world series. The first season, four elderly women appeared at the box office, then at the theater in the park instead of downtown, with a bridge table. Calmly they played cards. Each hand the dummy held the place in the ticket line, until all four had bought tickets. Then they folded

AN INTERNATIONAL COMMUNITY SERVICE FEATURE

up their table and went home.

And the people in the rich farming territory surrounding Stratford responded also. One bright morning a staff member noticed a seedy-looking character wandering about. He had a two-day growth of beard and wore coveralls stained by heavy work. But the stranger interrupted directions as to where to go to apply for a job.

"Don't want a job," he said. "Where do I get tickets for this?" Directed to the box office, he plunked down \$20 for four good seats. "And for what night?" the attendant asked.

"Don't much care," he replied, "so long as it's between hayin' and harvestin'."

So, along with 68,599 other people in 1953 and 125,155 in 1954, he got his tickets: in 1953 for Alec Guinness and Irene Worth in a modern dress *All's Well That Ends Well*, and a stately and vigorous *Richard III*. In 1954 he jammed into a richly costumed *Measure for Measure*, a rowdy *Taming of the Shrew* in which Petruchio rode to his wedding in a stylized U. S. cowboy outfit; and

a classical *Oedipus Rex*, sometimes termed "the greatest play ever written," with James Mason in the lead rôle. In fact, there were so many ticket requests the first season that the schedule had to be extended.

In 1954 the capacity of the tent was increased by the novel expedient of moving the tent poles outside. The season was doubled to nine weeks for a total of 135,000 seats—and still by the second week-end of the '54 Festival, all week-ends remaining were sold out, and they were playing to full houses every night in a tent seating 1,988 persons.

And for Shakespeare experimentally (for the second Elizabethan Era) staged! What was it that made a dominantly Scotch-English population, hard-fisted and knowing from honest work the value of a dime, dip into its collective pocket two years running to raise each time more than

twice as much as ever raised for its Community Chest to finance this thing?

At least one of the reasons behind this feat—and others of like nature—was a group of practical businessmen, dominantly Rotarians, particularly in the early stages, who acted in the best traditions of Community Service in concert with a visionary and some theatrically wise people from England. All were people who took their community obligations seriously, and sought "all that which brings people together."

The story really begins with Stratford itself. Founded more than a century ago, its first advertising signboard was a picture of Shakespeare. As the community grew, its streets, wards, and schools were named after Shakespearean characters: Falstaff

Stratford

How a little Canadian city of 19,000

amazes itself and a continent

when it joins to produce

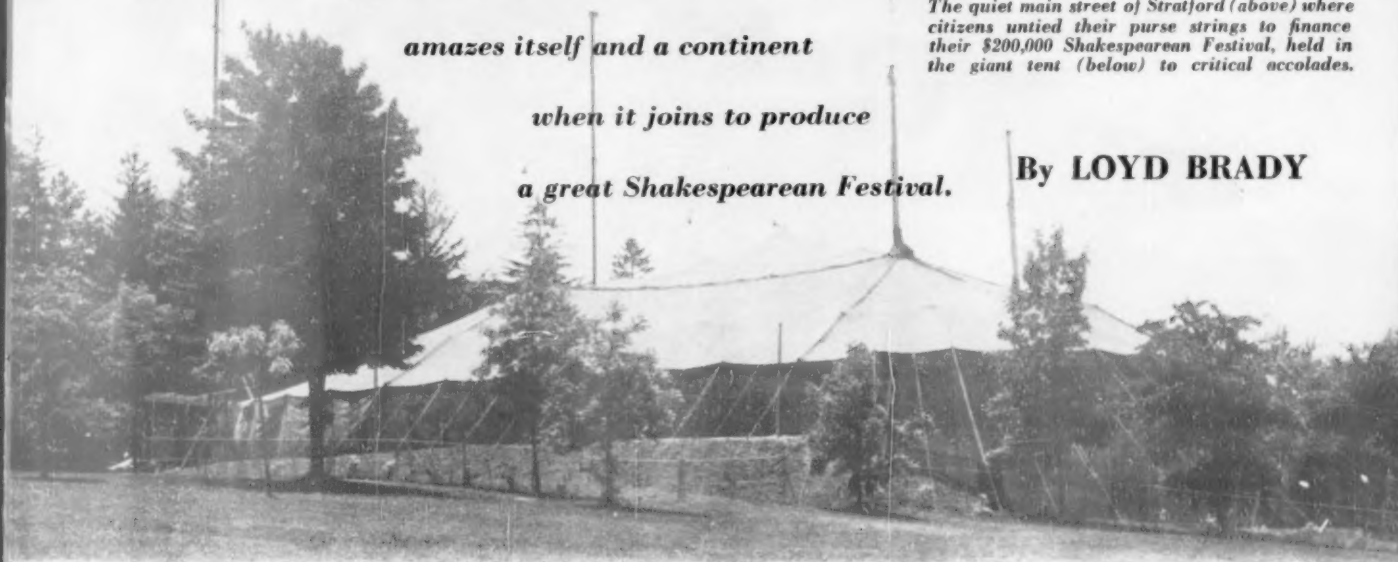
a great Shakespearean Festival.

By LOYD BRADY



Photos: (above) N.F.B.; (below) Smith

The quiet main street of Stratford (above) where citizens untied their purse strings to finance their \$200,000 Shakespearean Festival, held in the giant tent (below) to critical accolades.



Ward, Romeo School, and so on. There were even swans on the lake formed by damming the River Avon (yes, that too!), and the riverside was made into the Shakespeare Gardens.

With such nomenclature and traditions, Stratford won the nickname of the "Classic City." It was not odd that the idea of producing Shakespeare floated around for a long time before anyone did much about it. Stratford is off the beaten track, far from the glitter gulch of the theaters. There are few vacation attractions. Who would come to Shakespeare experimentally staged, even if he is the world's most successful playwright?

So it wasn't until after World War II that a native son of Stratford caught the vision of what such a festival could be. He was Tom Patterson, a compact man with an elusive, elfin quality about him; the visionary who saw his dream translated into reality, and who now is director of planning for his dream.

Unceasingly with the return of peace the idea began to hammer

him. As he tells it with a touch of irony, the first concrete steps were taken at a meeting of the Canadian section of the American Waterworks Association, which Patterson covered as associate editor of *Civic Administration* magazine. There he met Mayor David Simpson of Stratford, a Rotarian, who said, in effect, "Let's try it."

This was early in 1952—and a ripper time could not have been chosen. The famous Massey Report assessing the cultural lacks and strengths of Canada had been published and painfully digested. This was a bulky survey by a Royal Commission appointed by Governor General Vincent Massey, appropriately enough, a brother of the famous actor, Raymond Massey. Particularly in the field of professional theater had this report found weakness. The nation was (and is) dotted with aspiring amateur theaters, one of which in near-by London owns its own 1,500-seat playhouse, which had helped build theatrical consciousness. But professional theater, for all practical purposes, was

nonexistent, and the Report did not gloss the matter at all.

There was the Stratford tradition of the "Classic City," still a town that holds band concerts every Sunday night in Summer. There were numerous other things, great and small, which helped ripen the time, not the least of which were relative prosperity, and increasing leisure time of people in Canada, England, the United States, and elsewhere.

Patterson returned to Stratford and began to talk it up. He interested officialdom, who saw a "boost Stratford" opportunity. The next step was formation of a committee of five citizens—Patterson, and Rotarians Dr. H. H. Showalter, N. E. Kaye, and Alan Moore, and Lion R. H. Gough. This was the point where dream and reality began to merge; these were practical men, wise in the ways of money and administration although theatrical novitiates. A meeting was called, then another, and the committee grew larger to embrace other Rotarian businessmen. A. M. Bell, Immediate Past [Continued on page 50]



Lloyd Bochner, one of 56 Canadian actors who composed the permanent company of the three-play repertoire.

Seats placed in semicircular rows provide 1,988 people with a good view of the stage (note its depth in photo at left). The tent is completely filled nights and at two weekly matinees.



Photos: Smith

'CHECK, MATE'



Illustration by
Jeanne Whilden

No doubt about it! All the great chess experts are men.

By JAY WORTHINGTON

"THE repairman isn't coming for the television set until tomorrow, and I'm tired of two-handed canasta," I said. "Let me teach you how to play chess."

"Chess?" echoed Trudy. "What do you know about chess?"

"I played in college," I informed her, "and also on Army transports, when I wasn't seasick."

"I don't know anybody who plays chess," said Trudy, doubtfully.

"You know me," I said. "The Chinese were playing chess centuries before America was discovered."

Taking a flashlight, I fearlessly plunged into my closet and presently found the set of plastic chessmen donated by Special Services to make my ocean voyage more pleasant, and an old checkerboard.

"The object of chess," I began, setting up the pieces, "is to capture the opponent's King—except that you never really capture him."

No answer.

"You trap the King, until he can't move," I explained. "Then you say, 'Checkmate,' and the game is over."

"Check, mate."

"Very funny. That piece you are examining is called the Knight."

"I see the horse's head," said Trudy.

"Where's the Knight?"

"Never mind. The Knight is an important piece. He's the only one that can move around a corner."

"Around a corner?" My wife gazed at the darkened TV screen. "Isn't there a fight on the radio tonight?"

"No," I said, "and please pay attention. The three phases of a chess game are the opening, the middle play, and the end."

"I think I can grasp that," said Trudy. "This is called a Ruy Lopez opening."

I told her, after explaining the moves of the pawns and the different pieces. "I'll take the white pieces and tell you what moves to make in response, as we go along."

"So," observed Trudy, "I'm the dummy."

"No, no. You may see some good moves now and then."

The opening and development were interesting. Each side had lost a Bishop and a pawn. Finally I was ready for the kill.

"Watch closely now," I warned. "I shall checkmate you on my next move, and there isn't a thing you can do about it."

Trudy screwed her round little face into a scowl, and bit into her lip.

"Relax," I advised. "This is only a practice game."

Trudy placed her Queen next to my King, timidly. "Couldn't I," she asked, "do this—?"

"My King can capture your Queen," I commented.

"No," said Trudy, "because my Knight is protecting my Queen. Didn't you say that the King can't capture a protected piece?"

"Yes—uh—I did say that."

"Then, isn't your King in check?"

"Well—uh—yes." I studied the board for a long moment. "As a matter of fact, I don't see any square where I can put my King."

"Then I win!" announced Trudy, happily.

"I must have made a mistake somewhere," I said. "I wonder why television repairmen can't work at night."

"Check, mate," said Trudy.

TWO years ago a soft-spoken, slightly graying Southern Illinois University professor named Woodson W. Fishback did some novel speculating. What would public-school boards think if SIU education specialists offered them on-the-job help. Would they welcome advice?

After discussing his idea with Jacob O. Bach, of the SIU educational research service, the professor decided to mail out an inquiry asking local boards if they would be interested.

The answers led him to seek and gain funds from the Midwest Administration Center of the University of Chicago to carry out a year's pilot project with six selected school boards in southern Illinois. Seven other boards were also coached during the year just ended.

These groups were the guinea pigs in an experiment that told the world that busy farmers, doctors, lawyers, working men, shopkeepers, clergymen, would spend many hours of their precious leisure time boning up on how to be better school-board members.

One board member explained his enthusiasm this way, "Workshops, short courses, conferences, are nothing new to school boards," he said. "As far as I know, though, this is the first time we've had university educators offer to sit in on board meetings and spend a whole

somewhat surprised by the zeal with which board members tackled the reading list he prepared for them. They burnt the midnight oil over such publications as *School Boards in Action* reported in the 24th yearbook of the American Association of School Administrators; *The Challenge of School Board Membership*, by Daniel R. Davies and Fred W. Hosler; and *Practical School Board Procedures*, by Daniel R. Davies and Elwood L. Prestwood.

The early guinea pigs have now "graduated" from their year of study, but consultant help continues, says Dr. Fishback. Other groups are now getting their 12-month dose of on-the-job help. They also are taking field trips to visit other boards, coming on campus to hear lectures and discussions, and may even travel to the University of Chicago, as earlier boards did, to talk with board members gathered from across the nation by the Midwest Administration Center.

Elmer Pape, an industrious farmer serving on the Edwardsville, Illinois, board of education, returned from the Chicago meeting alarmed at finding that in some communities the mayor appoints the board of education.

"I learned a lot at that meeting by talking to the other fellows. As situations arise, I'll draw on what I learned there," he said. "I surely don't favor appointment of school boards by the mayor, though. You've got to use commonsense in choosing what will work in your town," he concluded.

Professor Fishback goes along with this philosophy 100 percent. He cautions new boards against casting eyes next door and saying, "That school board is doing a fine job—let's copy it." The result may be disastrous, he points out.

He also warns against "borrowing" another board's written policy. "Study many of them, then write your own," is his advice.

One southern Illinoisan now shudders when he thinks of how his board tried to operate without a written statement of policy. "We have it down now," he reports. "It certainly backs us up when we have any points of disagreement with the public."

Dr. Fishback meant his work with boards as a local experiment. But news of what he was accomplishing leaked out of southern Illinois and spread like wildfire across the nation, bringing letters from more than 30 States, Alaska, and even Japan.

Everyone wants the Fishback reading list. Newly elected boards, well-seasoned boards, citizens, even boards not concerned with education, are writing for his advice. Some want him to come in person and give them the know-how on their jobs. One man, a member of a

citizens' committee near Cleveland, Ohio, is seeking his help in organizing classes for 55 area school boards. Businessmen of Lexington, Kentucky, had him come and explain to them exactly how he worked with the school boards in southern Illinois. And so it goes.

Events prove the professor's point: that school boards, old or new, welcome the kind of personal help from universities and colleges that will assure them of doing top-flight jobs.

The 44-year-old educator, who has come up through the ranks of the education business, knows boards of education firsthand. He is strong in asserting that they must be made up of men and women with the highest qualifications.

"They should be people deeply concerned with our educational standards. They should know enough about the long-range function of education to plan ahead." And that, says Dr. Fishback, is not easy in these fast-changing times.

The professor reads with sympathy his correspondence from board members. He sees nothing unusual in the man who laments: "I've been on this board for 20 years, and it's about time I learned what I'm supposed to be doing."

One woman correspondent expressed gratitude. "I've heard plenty of complaints about school boards, but this is

A Bell

the first time I've ever heard of anyone actually doing something about it," she said. Another wrote: "I plan to read every book on that reading list."

Testimonials of board members who have been through the year's study have a sincere ring to them. A spokesman for the board at Chester, a thriving town of nearly 6,000 persons, told Dr. Fishback, "It's a great thing to have an institution of higher learning take an interest in us and help us along."

Dr. John Bracken, humorist and superintendent of schools in Clayton, Missouri, and a guest speaker at a mass meeting of the boards, reminisced that "Boards used to worry about the craziest things. I remember the board that wrote an educator wanting to know how short a teacher's skirt should be and got this terse answer: 'Don't know. Have to see the teacher first.'"

Turning serious, Dr. Bracken challenged the board members to make their school officer's job so attractive that he can't be bought by another community. "Develop a career for him so he will settle down and make your community his home."

The superintendent said the three



Woodson W. Fishback, Southern Illinois University professor, who advises 13 school boards on their problems.

year showing us how to go about solving our individual problems."

He was right. Dr. Fishback's work with the boards is unique in this respect. With a tape recorder, book list, and knowledge of adult education he travels the southern Illinois circuit giving on-the-spot help to boards of education.

"The tape recorder is a good thermometer," says the professor with a smile. "I make a record of sample meetings, then later the boards and I put our ears together and pick out the weak spots on procedures and the way time is utilized."

Dr. Fishback admits that even he was

The first-graders in Murphysboro, Ill., go right on learning to print while members of the school board look over their shoulders. These citizen-educators, among the first to try the plan, are engaged in some on-the-job classwork of their own.

Boards of local education

*are going back to classrooms
to learn new tricks of the trade.*

By BETTY REES



Rings for the School Board

dominant problems facing boards today concerned money, buildings, and teachers—"not enough of any of them." He told the board members that the Army spends \$2,400 teaching an illiterate man to read while schools only spend about \$200 annually to educate a child. He claimed that many children go to school in dilapidated buildings in which parents would refuse to work. He also said a page—a seventh-grade pupil—in the Missouri House of Representatives made more money than an experienced teacher.

The first indication that the Fishback project would be successful came with the initial on-campus mass meeting of the boards. The professor expected a healthy turnout "but that meeting upset the law of averages," he smiles.

Every board member and school superintendent involved in the study either came or sent a representative—and it was pouring down rain. Recently returned from Japan and on hand as the main speaker was W. W. Carpenter, a professor of education under whom Dr. Fishback had studied as a graduate student at the University of Missouri.

Dr. Carpenter told how he had spent

two and one-half years helping to rewrite Japanese law, establishing boards of education, and revising educational policy in Japan. He amazed the board members by saying that Japan has made faster progress in education during the past five years than the United States has made in the past 100 years. He was quick to say, however, that Dr. Fishback's board members seemed to possess enough enthusiasm to help change that situation.

Most of all, citizens seem to want to know what their tax money is buying in the way of education for children. This is obvious from Dr. Fishback's correspondence.

One irate citizen wrote, "I see these big beautiful school buildings going up and I'm wondering what's going on inside of them. Does the teaching match the impressive exterior?"

Dr. Fishback contends that when school boards seek the cooperation of the community as advisors, conference participants, or workers on school polls, surveys, and studies, the taxpayer will know what's going on and be glad to pay the bill.

Boards do not join in Dr. Fishback's

project because they need to be made over. Far from it. Most of them operate on a high-efficiency scale. For instance, the Belleville, Illinois, board sponsors, among other things, a Summer music program for children. The Chester board supervises a Summer student farm. During the past two years the Shawneetown board has passed on an important tax referendum, established a new home-economics department, and equipped a new agriculture department.

Dr. Fishback points out that "Many of our most urgent calls come from very well-informed school boards who want to make sure they keep going ahead."

The educator believes universities should look out into the areas they serve. Here they will find, he predicts, many other elected groups besides school boards needing on-the-job help.

Of one thing he seems sure: "We must not allow our elected groups—our best guaranty of a lasting democracy—to degenerate into rubber stamps. We must keep them strong enough to bring democracy through the present world turmoil."

A COMMUNITY SERVICE FEATURE



Your first stop in Rotary headquarters is at the circular reception desk. Behind it are nylon flags of "Rotary countries," placed (center outward) in the order that Clubs reached each country.

Walnut doors open into the Board Room, where an assistant readies reference materials for Directors. Note the world map, prepared in France, and photo mural of a typical Midwestern scene.



It's Yours:

*A pictorial tour of Rotary's
which belongs to your*

"SOMEDAY," said Rotary's President Albert S. Adams to his fellow Conventioners in 1920, "I hope to see our headquarters in a beautiful building of our own, a building that will typify in its architecture the spirit of Rotary. . . . It sounds like a dream, doesn't it? But it can be done."

Today, on elm-trimmed Ridge Avenue at Davis Street in the Chicago suburb of Evanston, Illinois, you will find the three-story, colonnaded building that is Rotary's new Central Office. Does its unpretentious dignity and its efficient work space "typify the spirit of Rotary"? Then Bert Adams' dream has taken on structural substance. But you be the judge: the building is yours.

In the 34 years between the suggestion and the moving day, the "own your own home movement," as Founder Paul Harris termed it, had its ups and downs. In 1921 the idea was rejected as inopportune, but in 1928 the Convention authorized the Board to appoint special Committees and take options on properties. Surveys were made, locations selected. Once the

President Herbert J. Taylor, just back from Ostend handsome Presidential office. It is panelled in



COME IN!

*new headquarters building—
Club and the 8,361 others.*

organization was so close to buying a Chicago building that lawyers had already drafted purchase contracts. That deal, like others, was quashed by drastically reduced rentals. Later a plan to move the headquarters to Denver, Colorado, was debated and voted down in Convention.

In 1952, faced with negotiating a new lease, the Board of Directors optioned the Ridge Avenue property in Evanston—an action approved by the Mexico City Convention in May of that year. Under the eyes of Architects Harry E. Maher and Kenneth A. McGrew, and General Contractor William E. Schweitzer—all Evanston Rotarians—and the Headquarters Committee, work was completed.

Since moving day on August 13, hundreds of Rotarians have inspected the new headquarters—250 in the first month alone. Still this is a small number compared to the thousands expected during Rotary's Golden Anniversary Convention in Chicago, May 29-June 2. On these pages, you see what those visitors will see, their headquarters—and yours.

(see pages 12-17), attends to Rotary business in the walnut, decorated in shades of turquoise and brown.



Monolithic columns and towering young maple trees dress entranceway. Wings stretch out at angles to make the most of the setting for space, light, and attractive landscape.

Across the desk of Secretary George R. Means, shown seated, move administrative details of 8,362 Rotary Clubs. Chairs are for Rotary visitors who drop in from six continents.



Photos: Kranston

THE INSIDE STORY

C LIMB the granite stairs at 1600 Ridge Avenue, enter plate-glass doors three-quarters of an inch thick, and you stand before a circular desk where sits a cheerful, pretty receptionist. She is one of the 150 employees who work in the 50,000-square-foot area of your new Rotary headquarters.

Why so many and so large? Because Rotarians in 89 countries are doing things. Their building is designed to meet their needs. The Board and Committees of Rotary International will come here for some 20 meetings a year. Here they will find attractive, functional work quarters (*first floor*).

For thousands of other Rotarians whose work is done at longer range, a mailing section handles more than 1,320,000 postal pieces annually while near-by presses turn out stacks of forms and other printed matter (*ground floor*). For the world's 8,362 Clubs and 393,000 Rotarians, service sections provide individual attention, plan programs, tend files, arrange

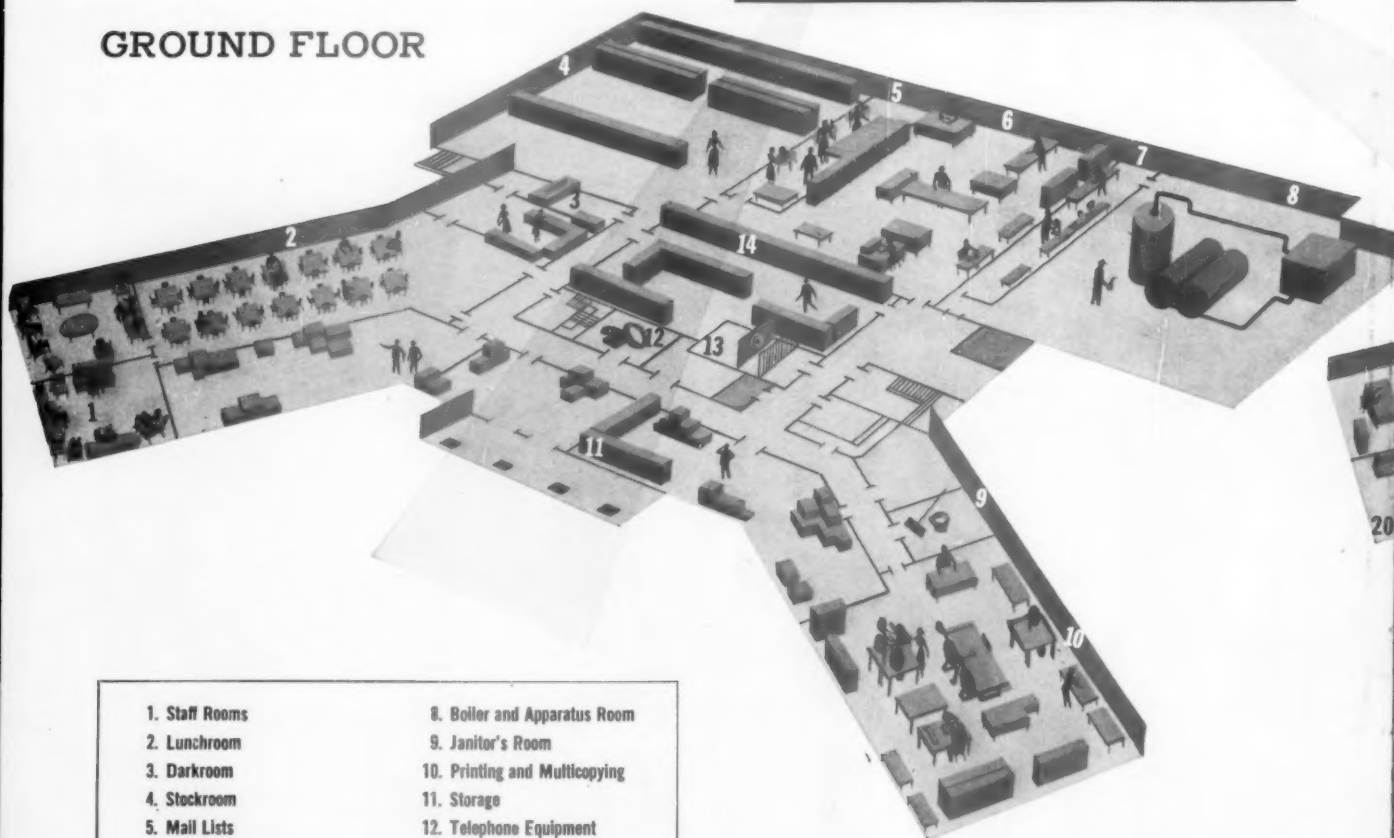
details of international Conventions and Assemblies, keep ledgers in the currencies of 42 Governments.

Here the staff of the Magazine produces *THE ROTARIAN* and *REVISTA ROTARIA* for world-wide circulation (*second floor*).

These are some of the jobs you see being done in the cross sections on these pages.

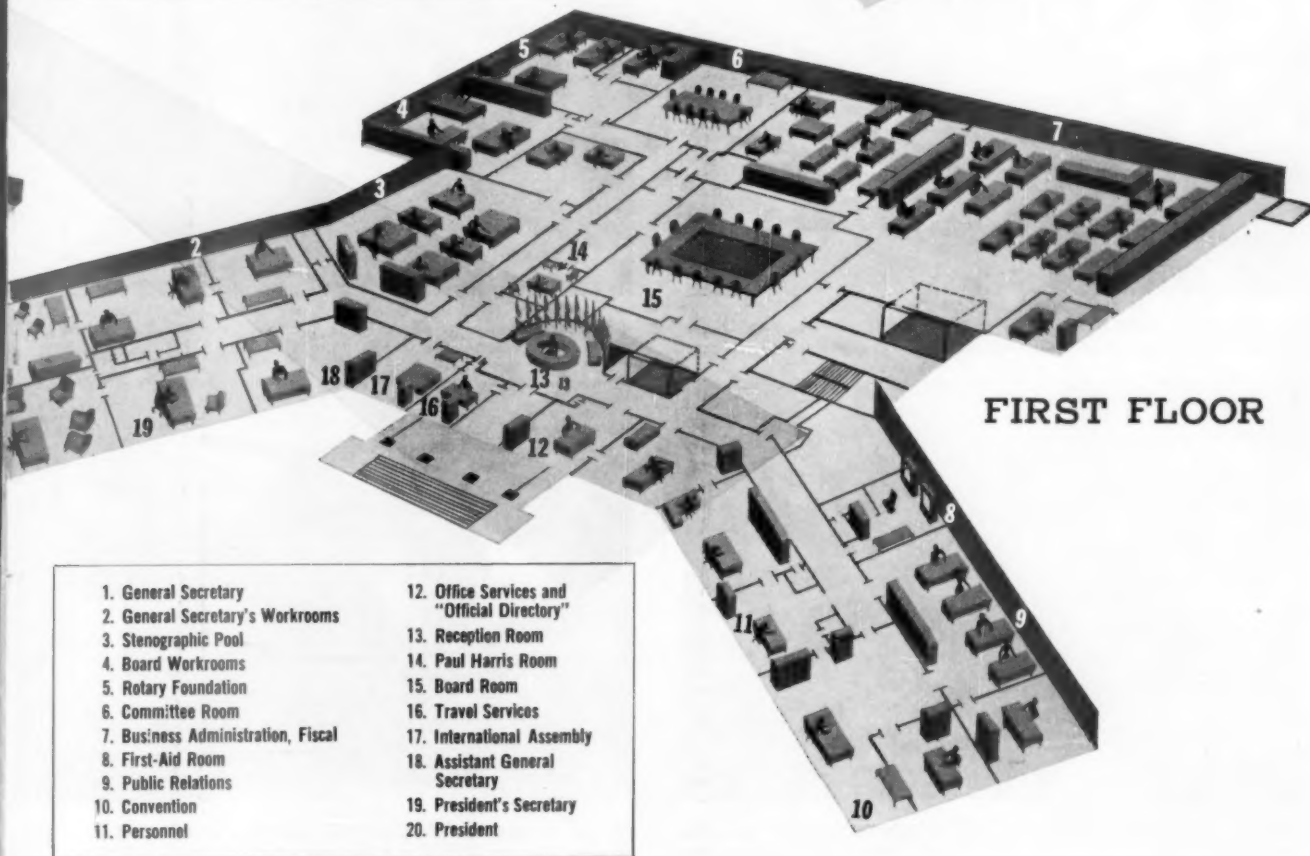
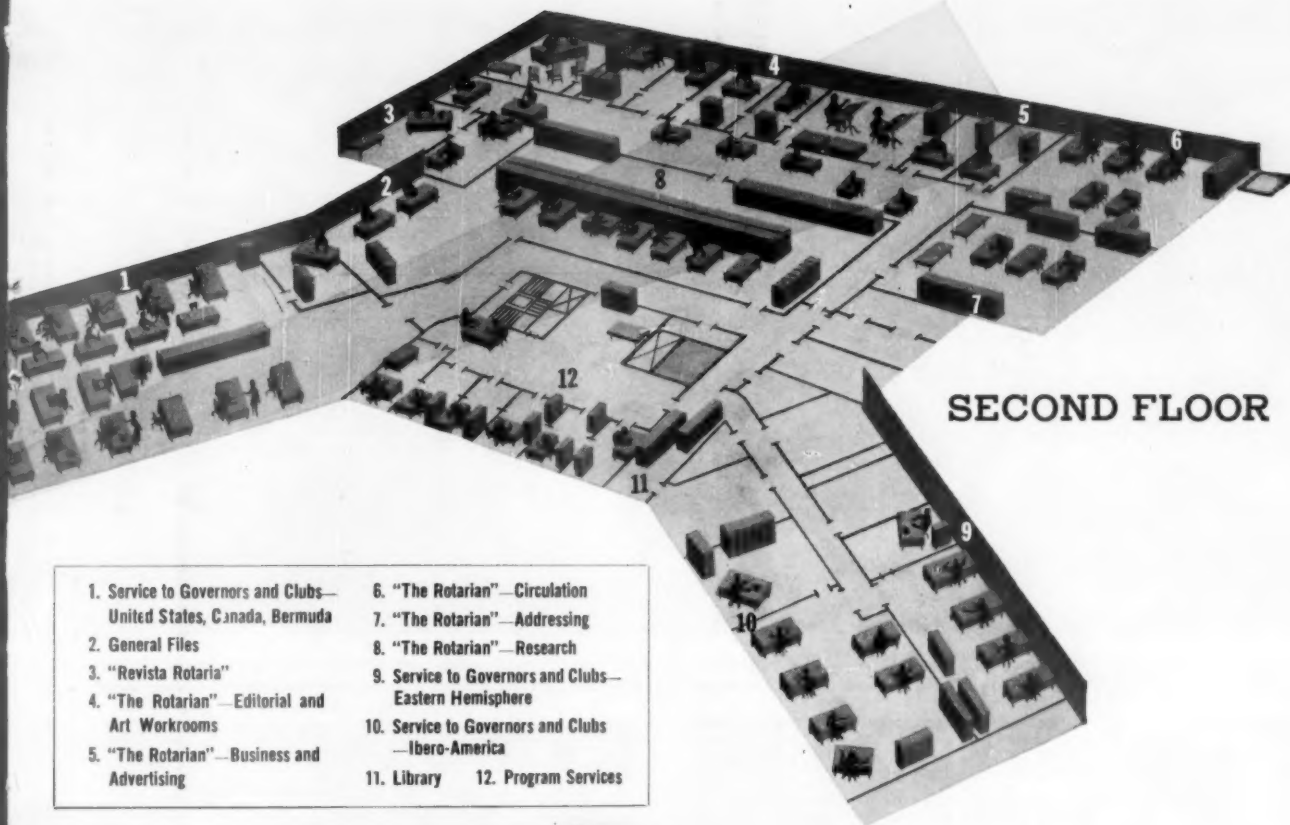


GROUND FLOOR



- | | |
|---------------------|-------------------------------|
| 1. Staff Rooms | 8. Boiler and Apparatus Room |
| 2. Lunchroom | 9. Janitor's Room |
| 3. Darkroom | 10. Printing and Multicopying |
| 4. Stockroom | 11. Storage |
| 5. Mail Lists | 12. Telephone Equipment |
| 6. Mail Room | 13. Vault |
| 7. Maintenance Room | 14. File Storage |

Illustration by Bernard Glochowsky
Photo by Sam Savitz





Ample room and good lighting—from broad windows and fluorescent fixtures—make good working quarters. This department serves 4,737 Clubs and their District Governors in the U. S., Canada, and Bermuda. Each request gets a personal answer; shelves (center) hold printed aids.



The Mail Room handles more than 1,320,000 postal pieces a year. Each Governor has an outgoing mailbox; letters are grouped, mail cost cut.



All in place after a short lapse for "the move," the print-shop gets on with the production of forms, Club aids, etc.



The Rotarian and Revista Rotaria are put together here on "editorial row." Business and circulation offices and editorial files are near-by.



On moving day, vans disgorge office equipment at the delivery entrance. The operation was completed over one August week-end.

PEEPS

at Things to Come

BY HILTON IRA JONES, PH.D.

■ **Surface Metalizer.** Cold metalizing with aluminum is now possible with a mixture of finely pulverized aluminum in a plastic base. According to the manufacturer, the mixture hardens to a plastic-bonded aluminum surface which can be polished, ground, drilled, or bent to a 45-degree angle without chipping.

■ **Vapor-Phase Rust Inhibitor.** Said to be the only rust preventive of its class, a new vapor-phase rust inhibitor is very effective, eliminates guessing, saves costly wrapping, and makes degreasing unnecessary. The inhibitor is packed in a pressure spray dispenser, a ten-second spray delivering one gram, which is sufficient to protect a minimum of one cubic foot of space for at least a year.

■ **Leakproof-Bag Fireman.** A fire extinguisher has been introduced which squirts a chemical from its clear, leakproof bag. Having no metal parts to corrode, the bag is set for action when the ring is pulled. When squeezed, a spray nozzle squirts a stream of carbon tetrachloride 18 feet.

■ **Plastic Pane.** A plastic window pane has been introduced for use in industrial plants. It is designed to help reduce damage in the event of an explosion by simply blowing out the pane without breaking it, thus preventing damage to the walls and eliminating hazards of flying-glass fragments.

■ **Resurfacer.** A resurfacing material which has slipproofing ability combined with a high degree of hardness to take heavy traffic has been used with considerable success over a period of years for resurfacing worn or slippery stair treads. Now it is finding new uses—such as grouting under machines. It is being used to resurface worn areas, such as those before ticket windows and tellers' windows, or under a door to prevent the collection of rain water, slipping, and the passage of cold air in winter. It bonds to marble, slate, concrete, terrazzo, and wood, and sets in six to eight hours. The material is shipped as dry powder in sealed drums, and is mixed with water and applied with a trowel. It can be feathered to one-eighth of an inch in thickness.

■ **Liquid Resin.** A liquid resin is now available for use in the production of reinforced plastic. The manufacturer states that it can be used in combination with fiberglass in making spotting racks, checking fixtures, and assembly jigs.

■ **Cleaning Emulsions.** Recently made available is a new line of seven cleaning

emulsions made with petroleum solvents. The emulsions improve the penetrating power of the solvents and spread the cleaning action. The purchaser receives prepared instructions to assist in the selection and application of each of the seven materials.

■ **Multipurpose Hand Tool.** A recently introduced hand tool which gives positive clamping action and is adjustable to 2,000 pounds' pressure may be used as a monkey wrench, pipe wrench, quick-acting drill-press vise, emergency top wrench, and for a welding or soldering clamp, as well as for holding small parts for grinding. The tool has parallel movement throughout entire adjustment and clamps are at right angles for more torque.

■ **Belt Dressing.** Recently introduced is a belt dressing for the belts found on home appliances, power lawn mowers, garden tractors, or home-workshop power tools, and automotive fan belts that makes and keeps these belts soft and pliable. The dressing dissolves the hard glass on all Vee belts which causes the belt to slip and squeak. It is the newest addition to a line of belt preservatives used by industry all over the world since 1896. It is said to be the only belt preservative that has met and passed United States Government tests and requirements for performance.

■ **Portable Recorder.** Recently introduced is a portable recorder that fits into a brief case and weighs only nine pounds. It can record up to four hours without interruption on one beltlike record. Businessmen can dictate letters to the battery-powered device while flying in a plane or driving a car and the record can be mailed, indexed, and filed.

■ **Moisture Measure.** A new moisture-determining instrument is reported to

be the first advance in the building of a hygrometer in more than 25 years. It is said that with one hygrometer enough time can be saved to pay for it in a few months. It is described as portable and as a complete unit within itself.

■ **Rug-Cleaning Tool.** A tool which can be attached to most tank-type vacuum cleaners is scientifically designed to clean cotton shag, hooked, loop, and rag rugs, and the like.

■ **Oil-Tempered Hardboard.** Now available is an oil-treated hardboard lumber which is adaptable to exterior building purposes. All sorts of machinery covers, bench tops, sink tops, and the like can be made from it. It is treated so that it is less brittle, stronger, and less moisture absorbing. It is more dimensionally stable than ordinary hardwoods.

■ **Magnetic Retriever.** Now available is a magnetic retriever which enables a person to fish out iron and steel tools and similar articles out of drains, pools, and lakes and from under cars. The permanent magnet housed in a case a bit larger than a cigar is provided with two removable neoprene bumpers to keep the magnet from coming into contact with iron-pipe walls, and sticking.

■ **Liquid Synthetic Rubber.** A new liquid synthetic rubber spreads easily like paint and rubberizes at normal temperatures by evaporation of the solvent. Designed for home and industrial repairs, it gives a flexible film that adheres to plastic, metal, wood, fabric, and glass.

■ **Individual Sizzling Platter.** We have had large platters for bringing sizzling steaks onto the table, but now on the market is a small one intended for the individual plate and especially used for hamburgers and broiling any other kind of meat. The platter can be transferred directly to the plate and the meat can be served just as it was cooked.

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois.

A motorist who wonders what the temperature is outside can soon find out by glancing at the thermometer affixed to the vent window beside him. Of plastic, it attaches to the window without use of tools. It guards against radiator freeze-ups and gives notice of hazardous driving conditions ahead.



A DONOR



Hibbing Banks on BLOOD

By her donation, Rose Hecomovich joins the Hibbing blood bank and by so doing makes her mother and father members.

IF YOU ARE a man of average height and weight, the opaque, red fluid that courses through your body measures about six quarts. This quantity can—and does—go up or down without ill effect. But there is a point below which it cannot go without danger. When it does—and who can forecast an injury, a hemorrhage, or shock following surgery?—new blood of a precise type is needed quickly. Everyone counts on its being available at that critical moment. This story is about some hardy—and farsighted—Minnesotans who have made sure that it will be.

Their community in northeastern Minnesota is Hibbing, which started out more than half a century ago as a lumber town, but has long since become known as the "Iron-Ore Capital of the World." Located on the famous Mesabi Range, a 110-mile stretch of land that produces 65 percent of all the iron ore mined in the United States, Hibbing is the center of gigantic mining operations that scoop rich ore from open-pit mines, and then crush, screen, and wash it before shipping it in mile-long trains

to ore docks on Lake Superior for transport to blast furnaces. Huge excavations mark the Hibbing landscape, one of which is the largest open-pit mine in the world, its proportions so immense it is called the "Grand Canyon of Minnesota."

Surrounding this mighty industrial machine geared for digging and hauling ore has grown up a city of 22,000 people of many nationalities. They are proud of their town, and they speak glowingly of a school system that has been studied by educators from across the nation. One of their schools is an all-glass building with electric-eye controls which maintain uniform lighting from morning to night. Hibbing people have a long record of working together for civic improvements, and now they have well under way a new project with but one aim: to save lives.

The project is called the Minnesota Blood Bank, and the sponsor, as you've probably surmised, is the Rotary Club of Hibbing. The reasoning behind the Club's action was simple: Blood is needed often in emergency situations

when seconds count, and its availability should be instantaneous. The Rotary Club learned from its doctor member, H. R. Irwin, a pathologist, that Hibbing had no systematic plan for blood replacement. It was handled entirely, said Dr. Irwin, on a volunteer basis with friends and relatives of the patient. A common practice in thousands of communities, he said, but still it was not the best way.

Study of several blood-bank plans was made by a seven-man Rotary Com-



Rotarian R. A. MURRAY, Hibbing obstetrician—The bank provides blood immediately when needed for mothers still in the delivery room, suffering hemorrhage or shock. The knowledge that the bank is functioning gives us an additional sense of security, because we know that blood in any amount and type is available to us.

mittee, headed by Wilbert R. Erickson, and one best suited to Hibbing's needs was accepted for community-wide promotion. Its main points are these:

1. All persons aged 18 to 60, inclusive, are eligible for membership in the blood bank provided they are in good health and have no history of certain specified diseases. No membership fee is charged.

2. Members must donate blood to the bank whenever called upon to do so, with a rotation system followed to make

A RECEIVER

*Meeting a human need is made
a community project . . . with a Minnesota
Rotary Club sparking it.*

By ROBERT A. PLACEK



His daddy is a member of the blood bank (at left), so 7-year-old Loyal Tanen gets blood quickly and without cost following an operation.



Head of the Hibbing General Hospital, location of the blood bank, is Sister Assumpta, shown conferring with Rotarians Wilbert R. Erickson (left), blood-bank president, and H. R. Irwin, medical director of the bank.

Roster cards are checked before calls are made for donors to come in, and these roster captains gather to do the job. Standing are Elmer Courteau (left), publicity, and Frank Burcar, area director.

Helen Turk, technologist, checks blood for type: A, B, O, or AB. Cross matching is another laboratory step that must be done.



All photos by the author

certain that no member gives twice before every member has given once. It was estimated that donations would not have to be made more than once every three or four years.

3. Benefits of membership include full coverage of all blood needs for the member, his or her spouse, children under 18, and parents and grandparents over 60.

4. Through affiliation with the War Memorial Blood Bank of Minneapolis, Minnesota, a member of the American Blood Bank Association, the Hibbing bank extends its benefits to members and their families throughout the United States.

With the plan formulated and the administrative organization set up, the time came for publicizing the blood bank and enrolling members. Newspaper stories were released, letters to townspeople outlined its benefits, and Rotarians did a good word-of-mouth job in advertising it. With the groundwork thus laid, a six-week membership drive got under way, and before it was over the Hibbing blood bank was a going

concern with 1,100 members. A deciding factor in the success of the drive was the enthusiastic support of the local CIO and A.F. of L. unions.

Today the membership roster numbers some 2,300, extending blood-need protection through family coverage to an estimated 10,000 persons. In the first nine months of operation, members donated 214 pints of blood, while they or members of their families withdrew 118 pints. Figuring the cost of blood at \$35 a pint—the fee commonly charged by hospitals in the upper Great Lakes region—members of the Hibbing blood-replacement system saved \$4,130 before the plan was a year old.

Early in its existence the plan demonstrated its ability to work not only within the Hibbing area, but also in places as far away as California and Virginia. The California case began when a member's mother in Los Angeles needed a transfusion, and her son's membership in the Hibbing plan provided the blood quickly and without cost. Another away-from-home transfusion was arranged at a hospital in Virginia, and

ADRIAN PIANTONI, retired Hibbing miner—If it weren't for my son's membership in the blood bank, well, I just wouldn't be here now. I had an operation and it was successful, but I needed blood after it—17 pints exactly. I got it quickly from the blood bank, and at \$35 a pint it would have cost me \$595. It came to me without cost.





"It protects your entire family," Rotarian John Daugherty (right) points out as he explains blood-bank system to Jos. Zbacnik, father of five.

Mr. Zbacnik becomes a member and here is the family whose blood needs are now ensured without cost, both in Hibbing and away from it.



Many members are workers in Hibbing's iron-ore industry, all of whom learned of the bank from Russell Monson (second left), a labor-union official and a vice-president of the blood bank. Here he is shown planning a new-member campaign with blood-bank officers "Bill" Erickson, Treasurer J. Daugherty, and Mrs. Hager.



Though the membership roster keeps going up at the rate of about 30 a month, the recruiting goes on in business offices, iron-ore mines, stores and shops, and over counters, as is being done here by Gus Wellner (right), a charter member of the Hibbing Rotary Club, who has a prospect just about ready to sign on the dotted line. The membership goal is 5,000, a figure that will protect some 30,000 family participants.

others in several cities in Minnesota.

This coast-to-coast coverage is made possible through a system of credit exchanges between the Hibbing bank, the Minneapolis War Memorial Blood Bank, and the hospital where the blood is given. Briefly, it works this way: Blood in a bank does not remain usable indefinitely—it becomes outdated in three weeks. To avoid such waste, the Hibbing bank sends units of blood seven to ten days old to the larger Minneapolis blood bank with which it is affiliated. This blood is credited to Hibbing, unit for unit, and such credits are used for obtaining plasma, special blood types, or for providing blood to Hibbing members away from home. Thus, with the central blood bank acting as a clearing-house, it is possible, for example, for a son living in Hibbing to ensure the blood needs of his mother living in another U. S. city.

To maintain the blood supply at a safe level at the Hibbing General Hospital, where the bank is located, a close association exists between laboratory technicians there and the secretary of the bank, Mrs. Clarence Hager, wife of a Hibbing Rotarian. When the minimum level is reached, Mrs. Hager contacts roster captains, who call donors in rotation from lists assigned to them. Often members are called to the hospital just to have their blood typed, and membership cards issued to them. By recording types, roster captains know whom to call when a specific type is asked for by the hospital. This practice is followed especially with rare classifications, for it is best to keep them in reserve for emergencies requiring special bloods not easily obtainable. Then when a rare type is needed, the records show those members who have it.

From the procurement of blood to the maintenance of records, a blood-banking system depends upon organized effort by many individuals. President of the Hibbing organization is "Bill" Erickson, the Rotarian who headed his Club's Committee to study the project at the outset. Two union officials, Russell Monson and Oscar Buckmaster, serve as vice-presidents, and the directors number 18 men and women of Hibbing and near-by towns.

All agree that it's been a big job, but they are equally unanimous about its satisfactions. "Organizing a blood bank is no simple task," Bill Erickson will tell you. "It takes many speeches, much record keeping, and the making of hundreds of contacts, if the idea is to catch on and grow. But here's the way all of us feel about it in Hibbing: It's a lot of work, yes, but when you see the blood bank operating to save lives, why then the work is as nothing, nothing at all."

That sums it all up, not in a nutshell, but in a pint bottle of vital red fluid.

Speaking of

BOOKS

About U. S. Civil War correspondents . . . history of the American West . . . the French in Canada.

By JOHN T. FREDERICK

IN THIS department last month I suggested the strong attraction exerted by the American War between the States and its period on many people, as a field for special reading interest. An especially enjoyable book in this field reached me just too late for inclusion in that article: *The Civil War's Bohemian Brigade—Newsmen in Action*, by Louis M. Starr. "Like many of the happy people for whom the multiple attractions of the Civil War are practically irresistible," Mr. Starr explains in his preface, "I have often wondered, in the course of my reading, how much the American people knew about it while it was being fought. . . . In fine, how was the war reported?"

The young men (most of them were under 30) who were sent from the convivial tables at Pfaff's—America's first "Bohemian" circle—to the blood and hardship and danger of battlefield reporting were a colorful lot. Mr. Starr has done rich justice to their personal qualities in a book filled with concrete incidents, anecdotes, the living facts which enable a reader to know people and share experience. Trouble between newsmen and generals is not limited to recent wars, we learn: William Tecumseh Sherman was convinced that all newsmen were spies, and was so persistently hostile to them that reporters assigned to his Army faced doubled difficulties and even the danger of imprisonment. But the tremendous advantage given by the telegraph made possible a news coverage of the Civil War vastly superior to that for any comparable historical conflict preceding it; and the work of the newsmen had—as Mr. Starr shows—positive effects on the conduct of the war.

Even more important in Mr. Starr's book is the effect of the Civil War on American journalism. He declares that "in total impact upon the American newspaper as an institution, the reporting of the Civil War defies comparison." He shows that in their efforts to achieve adequate coverage of the conflict the newspapers were modified and developed to such a degree as to constitute a

"news revolution," which has largely determined the character and direction of newspaper journalism since that time. In his study of this aspect of his subject Mr. Starr has broken new ground in U. S. social history and has brought forward a rich crop of fresh personalities and lively incidents.

• • •

Another field of extremely wide and strong appeal to many readers is that of the history of the West, especially of the Great Plains and the Rocky Mountains. This field has been of special attractiveness to collectors, with the result that many a fascinating book of Western history at firsthand—originally published, perhaps, in a single small edition—has been so sought for that it has come to command prices far above the means of most readers. For this and other reasons, I welcome with enthusiasm the "Western Frontier Library," a new venture of the University of Oklahoma Press. The purpose is to make available to students and readers—in-

cluding the many Western-history hobbyists who aren't millionaires—colorful and important volumes which for one reason or another have been hard to find. *The Banditti of the Plains*, for example, in which one A. S. Mercer named names and accused participants in the Wyoming "cattle war" of the early 1890s—was suppressed by court order immediately after printing; but while the edition was awaiting destruction by fire, some copies were stolen and conveyed to Colorado. The efforts of partisans to find and destroy these copies led to the excessive rarity of this highly readable, though one-sided, account of a dramatic phase of Western history. *The Banditti of the Plains* is the second volume of the Western Frontier Library, which was introduced by the reprinting of Thomas J. Dimsdale's fine old thriller (and important source book), *The Vigilantes of Montana: Being a Correct & Impartial Narrative of the Chase, Trial, Capture & Execution of Henry Plummer's Notorious Road Agent Band*. These attractive and inexpensive editions, with wholly accurate reproduction of the original texts plus critical introductions by authorities in the field, are a real boon to the student and reader—whether hobbyist or not—of Western history.

Also to be welcomed both by specialists in the field and by general readers is another reprint: *The Indian Wars of the West*, by the well-known novelist and historian Paul I. Wellman. This book offers in a single volume the two earlier books *Death on the Prairie* and *Death in the Desert*; together they recount, in vigorous broad outline and dramatic incident, the chief phases of the conflict between red men and white



One of the principal streets of Montevideo, as shown in Russell H. Fitzgibbon's new book, *Uruguay: Portrait of a Democracy, a bright study of that South American land.*

Human Nature Put to Work

A soft answer not only turneth away wrath, but it sometimes enlists sympathy, as one hotel clerk discovered. A guest, late for work and stormy because she had not received her wake-up call, approached the desk sputtering. The clerk checked his call sheet and saw that her room number had not been entered. He smiled apologetically and said, "If anyone here slipped on that, it might have been me. I'm one of the people who make mistakes." Mollified, the guest started to leave, adding, "Oh, no, I'm sure it wasn't you"—and went on her way happy with the hotel again.

—John A. Cappon, Madison, Wis.



Piano lessons for my 13-year-old daughter are an expensive business, but worth it since she shows considerable talent. The bugaboo of regular practice, however, is constant—but to solve it I merely play her music badly. Her sensitive ears cannot stand my discords, and soon she is beside me "showing me how." Before long she is absorbed in her practice.

—Ann Aldridge, Duncan, Okla.

For some reason, seniors are usually the worst offenders when it comes to resenting discipline in the school where my husband is principal. This was especially true in the simple rule of returning all soft-drink bottles to the empty cases. Dozens of bottles were thrown carelessly on the school campus, broken, or left all over the building. This year the drink box was given to the seniors. They do the buying, fill the boxes, collect the bottles. There is only one condition: every bottle found outside empty cases costs the seniors 5 cents—plus the deposit. Now the seniors have become civic-minded "private eyes,"—and even the youngest pupil has learned that the bottle can NOT be left anywhere except in the empty case.

—Mrs. Ann Dickinson, Buena Vista, Ga.



In a certain small town I know, the postman always delivers mail for a new family to other houses in the same block. Naturally, on discovering the "error" the old neighbors take the mail to the family and real friendships often follow. "It's the only means I have to get folks acquainted," the mailman explains.

—Clifton Simer, Royal Oak, Mich.

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication).—Eds.

for possession of the Great Plains and the regions just beyond them.

A book of major importance in the field of Western history, and in the larger field of American social history as a whole, is the new work of Wallace Stegner, *Beyond the Hundredth Meridian: John Wesley Powell and the Second Opening of the West*. Powell has been a neglected figure. Handicapped by the loss of an arm and by limited educational opportunity, he became one of the nation's greatest scientific explorers and organizers of scientific knowledge. He first became widely known through his exploration of the Grand Canyon, which Stegner narrates with extraordinary dramatic power. Later, as chief of both the American Bureau of Ethnology and the United States Geological Survey, Powell achieved vast and lasting contributions to science—both through his own efforts and those of the men he directed, helped, and often inspired.

It will not be necessary to tell those who know Wallace Stegner's fine fiction (*The Big Rock Candy Mountain*, *The Women on the Wall*) that he is a writer of very high distinction: in my considered judgment, one of the best American writers of our time. Those who read his admirable *Mormon Country* will not be surprised to find that *Beyond the Hundredth Meridian* is literature, as well as history and biography. It is, on every count, not forgetting illustrations, a book of exceptional value and interest.

On the borderlands of both the fields of special reading interest I have mentioned here—the Civil War, and the West—is Alice Nichols' *Bleeding Kansas*, a thoroughly scholarly and at the same time genuinely well-written account of the conflict which made Kansas Territory in the 1850s a rehearsal for the Civil War. A native Kansan and one who has long been deeply interested in her State's history, Miss Nichols has achieved extraordinary objectiveness in her treatment of the men and events with which she deals. This implies no loss of vitality in her narrative, however. It is consistently responsive to the intense drama of the times. From this highly intelligent and readable book there emerges a clearer and fairer picture of the Kansas conflict than has previously been available to the general reader.

A few months ago I had occasion to make a rather careful critical study of the historical novels of Thomas B. Costain—*The Moneyman*, *The Black Rose*,



Stegner

The Silver Chalice, and others. I was strongly impressed by Costain's feeling for history as revealed in those books: a deep and sustained sympathy for the people of whom he wrote, in terms of the actual lives they lived. Enriching and validating his always absorbing and often romantic fictional narratives is this profound sense of the real past, in the concrete terms of human experience. It is not surprising, then, that when he turns from fiction to history itself—as he did for the history of England in *The Conquerors* and *The Magnificent Century*—he writes with particular emphasis on people—on their personalities as expressed in speech and action, and on the actual circumstances of their lives.

I am glad that in his latest book Costain has turned to the early history of his native Canada. *The White and the Gold* is a history of the French regime in Canada: a brilliant narrative of exciting events, a portrait gallery of remarkable men and women. I have long been especially interested in this field of North American history, and earlier reading and study enable me to testify to the careful attention to factual details which is coupled with breadth of vision and vigor of style to give this work its genuine distinction. Here is good reading in generous measure.



Costain

I have long been curious about Uruguay—one of the Ibero-American countries of which I think many readers in the United States, like myself, have known far less than we should. My interest is met in large measure by a fine new book: *Uruguay, Portrait of a Democracy*, by Russell H. Fitzgibbon. Almost equally divided between past and present, history and contemporary affairs, in its treatment, this book seems to me to provide a truly broad basis for study and understanding. The author is a scholar of recognized achievement and of positive sympathy, even enthusiasm, for his subject. Moreover he is that rare creature, a professor who knows how to write so that his reader can enjoy what he has to say.

Books reviewed, publishers, and prices: *The Civil War's Bohemian Brigade*, Louis M. Starr (Knopf, \$5).—*The Banditti of the Plains*, A. S. Mercer (University of Oklahoma Press, \$2).—*The Vigilantes of Montana*, Thos. J. Dimsdale (University of Oklahoma Press, \$2).—*The Indian Wars of the West*, Paul I. Wellman (Doubleday, \$5).—*Beyond the Hundredth Meridian*, Wallace Stegner (Houghton Mifflin, \$6).—*Bleeding Kansas*, Alice Nichols (Oxford University Press, \$4.50).—*The White and the Gold*, Thomas B. Costain (Doubleday, \$5).—*Uruguay, Portrait of a Democracy*, Russell H. Fitzgibbon (Rutgers University Press, \$5.75).

Rotary REPORTER

Brief Items on Club Activities around the World

Radium Is Costly, Hempstead Knows Like many another Rotary Club considering a cash donation to a deserving cause, the Rotary Club of HEMPSTEAD, N. Y., wanted to make certain that its money was put to the best possible use. It used to make numerous small donations, but this time it had decided to make one large contribution out of its welfare fund. Several recommendations were made as to where the money should go, but they didn't meet all the Club's requirements. Finally, a doctor member turned the Club's attention to the cancer radium department of a local hospital. More than 70 percent of its radium-treatment cases could not pay, he pointed out, and he also stressed that the radium supply was diminishing and funds were too low for adequate replacement. Such hard facts convinced the HEMPSTEAD Club. At a District-wide meeting of other Rotary Clubs in its area, HEMPSTEAD presented a \$1,000 check to an official of the hospital.

Summer Went by Fast in Knoxville The best time of all? Why, Summer is, the youngsters say. No school and fun a-plenty. But you've got to keep busy, they know, or time drags. In KNOXVILLE, IOWA, time didn't crawl this past Summer for the town's children—the Rotary Club saw to that. It sponsored an eight-week recreation program for children in grades one to 12. To help put the project over, the YMCA and its Men's Club joined in the job to raise money for playground equipment and salaries of recreation directors. Early donations came from the Town Council, the school board, and the Rotary Club, with other contributions expected from local banks and other business concerns. The goal was \$3,000. The recreation plan proved an instant hit with the youngsters, for some 125 of them registered for the program on the first day. The schedule called for children to be divided into three age groups, with play activities ranging from sand-pile fun to volleyball, tumbling, and tennis.

Help a-Plenty for Crippled Tots In Michigan's Oakland County is a society for crippled that knows the meaning of Rotary service. This is so because the Rotary Clubs in that area have long helped the society, both individually and together. Not long ago the Clubs pooled their efforts to raise funds for remodeling the home located in PONTIAC, MICH. The cost of the job was \$4,000, a sum produced by campaigns sponsored in the several communities. The Rotary Club of ROYAL OAK, MICH., for example, annually raises funds for the Society by conducting a home exhibition to which

builders contribute fees for booth space. Through these shows the ROYAL OAK Club has donated a total of \$10,000 to the crippled-children society. Another helping hand was recently given the society when the Rotary Club of BIRMINGHAM, MICH., presented it with a station wagon for transporting crippled youngsters (see photo). Money for the vehicle was raised at an open-air square dance, and by selling newspapers on the streets. The Club's automobile-dealer member made it possible to buy the car at cost.

U. S. Navy Yard Hits Century Mark The oldest and largest U. S. Navy ship yard on the Pacific Coast is at Mare Island, off the shoreline of VALLEJO, CALIF. Recently it rounded out 100 years of service to the U. S. fleet. When this historic milestone was reached, a centennial celebration was set off with the entire town participating, including the VALLEJO Rotary Club. Heading many a centennial committee, or serving on one, were several VALLEJO Rotarians, one of them Russell F. O'Hara, legal counsel for the committee, whose daughter, Sally, was named "Miss Centennial" (see photo). Another was Ernest D. Wichels, secretary of the centennial committee, who has been associated with the Navy yard for 42 years. The four-day celebration featured a water parade of colorful floats, with that of the VALLEJO Club bearing a 20-foot-high Rotary wheel. As the float moved down the strait between the Island and the town, announced were a brief history of Rotary, its aims and accomplishments, and the plans being made for its forthcoming Golden Anniversary.

Add New Chapter to Wartime Story During World War II, when bombs dropped ceaselessly on British cities, the need for clothing and food in England brought many a parcel there from Rotary Clubs. One such Club was that of WESTMOUNT, QUE., CANADA. It sent needed commodities to the Rotary Club of LEWISHAM (LONDON), ENGLAND, for distribution to bombing sufferers, and out of this wartime cooperation grew a lasting friendly bond between WESTMOUNT and LEWISHAM. When peace came to Britain, LEWISHAM Rotarians wanted to thank their WESTMOUNT friends by sending a practical gift, something especially wanted by the Club. An exchange of letters produced this fact: the Canadian Club would like a speaker's desk. To make the gift more personal, LEWISHAM members decided not to buy a desk, but to make one themselves, drawing on the skill of several craftsmen in the Club. With oak timber 250 years old—the donation of a member—LEWISHAM's artisans went



At a Rotary auction sale in Springhill, N. S., Canada, a \$1,000 check changes hands between presidents. The donor is James H. Pike, 1953-54 President of the Springhill Club; the recipient is president of a hospital women's auxiliary. The Club's gift is earmarked for a new X-ray machine.



Aquatic champions all and a trophy to prove it! For the second time, this Los Banos, Calif., swimming team won a meet sponsored by the Rotary Clubs of Gustine and Los Banos. The event attracted 100 contestants under 16 from three communities. The winner's trophy was jointly donated by the Clubs.

Photo: Arnold



This sleek station wagon, a gift of the Rotary Club of Birmingham, Mich., fills a big need of a county crippled-children society (see item). Presenting the keys to Rotarian Philip Baker (left), society president, are Mat Cammarere and Edson Pool, Past President.



Founder of Mare Island Navy Yard at Vallejo, Calif., was Admiral David G. Farragut, whose photo is being admired by Rotarian Russell F. O'Hara and his daughter, Sally, as the Yard's centennial opens with Rotary help (see item).



Manning a milk-distribution center in Navsari, India, Rotarians portion out nearly 500 pounds of milk to hospitals and the needy. Powdered milk was provided by the Indian Red Cross, and the Rotary Club took on the job of seeing that it went to the neediest ones.

to work. The desk was built by a member with the classification "joinery—shop and office fitting." A sculptor member did the ornamental carving, while another cast and inscribed a bronze plate inset in the face of the desk. Even in presenting the gift, they kept the personal touch. Norman W. Farmer, a LEWISHAM Rotarian, was making a business trip to Canada and presented the desk for his Club.

Mothers Take the Spotlight Here Though mothers work 25 hours a day, eight days a week, they take time out to enjoy the "Week" or "Day" held for them in many lands—and behind these celebrations for "Mom" are the plans of many a Rotary Club. In HYDERABAD, INDIA, for example, a "Mother's Week" is held under the auspices of the Rotary Club, with a high-school essay contest about mothers high-lighting the occasion. The Club awards prizes to the writers of the three best entries, and the winners attend a Rotary meeting at which they receive their honors.

In Florida, when mothers of the United States have their Day, the Rotary Club of KEY WEST teams up with the local USO-YMCA organization to make Mother's Day a big day for serv-



"We're all proud of you," says Rotarian Rex Orr, as he speaks for the Caro, Mich., Rotary Club at ceremonies honoring 12-year-old Jerry Walden, who has just won his Eagle Scout badge. The Club's gift to Jerry is the sleeping bag held by Rotarian Orr. The Rotary Club co-sponsors the Boy Scouts, Cub Scouts, and Explorers in Caro.



Opening-day ceremonies for a children's class at a community center sponsored by the Rotary Club of Rajkot, India, is attended by C. G. Parekh (third left), of Surat, India, then Governor of District 51. Rajkot Rotarians and their ladies pause for the cameraman alongside the community hall.

icemen at the U. S. Naval Base located there. The center of the celebration is a letter-writing contest for Navy enlisted men—the winner to have his mother flown from any community in the United States to KEY WEST for a week-end visit. The first year a Navy sonar student from SOUTH BEND, IND., won the top award, and to his mother went a round-trip air-line ticket to KEY WEST, the ticket presentation being made by the SOUTH BEND Rotary Club. This year's winner was a submarine tender from PHILADELPHIA, PA., whose mother received her tickets from the Rotary Club of that city as the result of arrangements made by the then Presidents of the KEY WEST and PHILADELPHIA Clubs. Heading the Committee that plans this event for "Mom" is Edwin F. Trevor, of KEY WEST, Governor of District 243 for 1953-54.

Baseball Notes of Past Season

As youngsters put away their bats, balls, and gloves until next year, many a baseball story was told about good plays, home runs, champion-

Rotary information and fellowship were shared—and roast chicken eaten—at the Bradford, Pa., Rotary Club's assembly. Here some of the chicken specialists do their work: (left to right) the head chef, Rotarian Wallace Jewell, Sr.; the chicken swabber, Wallace Jewell, Jr.; and the chicken roaster, Mahlon Burgett.



Buckets and brushes in hand, these Rotarians of Fredericktown, Pa., make up a painting brigade that spread 975 pounds of white paint on the concrete walls of a new high-school field house. It was a four-day job to cover the 122-foot-long building with two coats.

ship games—and the increased sponsorship of "Little League" teams by Rotary Clubs. (An article on Rotary teams is scheduled to appear in this Magazine as the next season gets under way.) Among Rotary teams on the field this year was that of HAINES CITY, FLA. It played in a "Midget League" of six teams—two of which were sponsored by the local Lions and Kiwanis Clubs—and when the season was over the three service clubs joined to honor League players and to present the winners with trophies.

In IOWA CITY, IOWA, the Rotary Club sponsored a boys' baseball team called the Dodgers. As the season drew to a close, players and their coaches were guests at a Club meeting. . . In LAMAR, Mo., it was the "Pony League" that kept many a lad active outdoors, and the LAMAR Rotary Club sponsored one of the teams.

News Notes from Scouting World

Wide is the range of support given to the Boy Scouts by Rotary Clubs of many lands, extending as it does from cash contributions to the kind of help that provides camp sites for Scouting activities. Recent cash donations to local troops were made by the Rotary Clubs of SAN GABRIEL, CALIF.;



A Belgian youth, 15-year-old Jean Marie Baillon (second left), arrives in the U.S.A. for a Summer visit with Rotarians in Sea Isle City, N. J., and is met by three of his hosts: V. L. Lamanna, John Dogliotti, and Carl J. Lovejoy, Club President. For seven years the Rotary Club has been helping support Jean, who is a war orphan.

MAYWOOD, ILL.; and PUTNAM, CONN. The SAN GABRIEL contribution was earmarked to buy 14 acres of wooded land for a Boy Scout camp.

In the Gulf of Mexico, off the coast of Louisiana, is Grand Terre Island, at the southern end of which is Fort Livingston, a military installation completed in 1861 and occupied by both sides during the War between the States. After decades of idleness, the Fort is now being used again, this time as a camp for the Boy Scouts of GRAND ISLE, LA. Ideal for such Scouting activities as swimming, seamanship, signalling, zoology, and conservation, the Fort site was made available to the Boy Scouts largely through the efforts of the Rotary Club of GRAND ISLE, which sponsors its community's Boy Scout troop. To restore Fort Livingston to usefulness, a rebuilding program was mapped out that included the construction of walks, repair of shelters, and provision of adequate water supply. In this work, GRAND ISLE Rotarians have shared, helping to hurry its completion.

Farm Notes about a Chain, a Tour Rural-urban ties grow firmer in Rotary communities as Clubs continue to sponsor projects that bring farmer and cityman together. For example, a popular Rotary project in rural-urban work—the calf chain—has been newly adopted by the Rotary Club of CHARLOTTE, N. C., and already three 4-H boys have been given purebred heifers through the plan. Each boy is to care for his animal properly, and, in keeping with the terms of the gift, the first heifer calf born to each cow is to be given to the Rotary Club for presentation to other 4-H lads. Thus, a new Rotary calf chain is under way in North Carolina.

In California's San Joaquin County, Rotarians of STOCKTON, CALIF., recently toured the region, an area that ranks fifth nation-wide in the value of its agricultural produce. Not a new event for the STOCKTON Club—it has made an annual rural-urban tour for several years—the 1954 trip was an all-day affair that took Club members to several ranches to see walnut production, irrigation methods, harvesting equipment, and a terrain-dusting demonstration by a helicopter. Travelling this rich farm land, a Club spokesman reported, Rotarians reviewed the need of rural-urban cooperation in such matters as water procurement, flood prevention, road maintenance, and school improvement.

25th Year for Nine More Clubs November is silver-anniversary month for nine Rotary Clubs organized in 1929. Congratulations to them! They are: Melville, Sask., Canada; Seminole, Okla.; Villarrica, Paraguay; Hounslow, England; Tallassee, Ala.; Tomé, Chile; Warrnambool, Australia; Lake City, S. C.; Maribo, Denmark.

A triple-crowned celebration took place in HAGERSTOWN, Md., not long ago when the Rotary Club marked its 40th year of service, the 25th anniversary of Rotarian Paul E. Gruber as Club Secre-

Young Man with Grit —and Friends



Bob Willis

THIS is the story of a young man who refused to say, "I'm licked," when fate dealt him a hard blow. He is Robert E. Willis, of Toledo, Ohio, a determined young fellow of 22, who once shone in athletics at the University of Toledo, but now is calling on all his courage to teach himself to walk again.

As any physical rehabilitation therapist will tell you, retraining legs in the walking motion is a long, hard job—even when no pain is present. In Bob's case, the pain at one time was so shattering that, after 14 months, he had to give up trying to walk. But not for good. After several operations and some special treatments arranged for by the Rotary Club of Toledo, Bob began all over again and this time—well, the results he achieved will be told later.

Bob Willis' unlucky day came one Summer as he was working on his grandfather's farm near Martins Ferry, Ohio. A field was being cleared of trees, and Bob was there wielding saw and ax. In felling trees, the direction of their drop is fixed by the cut and a guide rope, but still a tree will sometimes fall unexpectedly. That afternoon on the farm one fell wildly, and Bob was in its path. It pinned him to the ground, fracturing his spine.

For the next couple of years, he was in and out of hospitals, paralyzed from the waist down. First came several months in a hospital at Martins Ferry, then nearly half a year in a Toledo hospital, followed by a long siege at a rehabilitation home. Finally, one year after the accident, he returned to his own home to begin the long uphill task of teaching himself to walk. It was this period that lasted 14 months, and ended when the pain became too much for him to endure.

Still hopeful that Bob would walk again, his family, following the advice of doctors, took him back to the hospital twice for a series of operations, one stay lasting four months. All this medical care and hospitalization carried with it heavy expenses, and after three years of meeting such costs, Bob's family needed fi-

nancial help. It came from an organization of businessmen with a long record of service to others: the Toledo Rotary Club.

The first step taken with the Rotary Club's support was dictated by medical logic. Bob had undergone many operations, and had had months of physical therapy. Now, what else could medical science do for him? To find out, the Toledo Club sent him to the Bellevue Medical Center in New York, N. Y., for an evaluation of his case. Chosen for its outstanding record in rehabilitating paraplegics, this New York institution examined Bob, saw hope for further improvement, and recommended that he be treated there.

The New York trip also told the Rotary Club something about the character of the young man it was helping. The Club had given Bob money to cover his travel expenses, and when he returned to Toledo following the examination, he gave back more than half of it. He had "cut corners" on expenses to save as much as possible for the Club.

With the hospital's report at hand, a decision was made to send Bob back to New York for further treatment. The Ohio State Rehabilitation Center agreed to pay one-quarter of the costs, with the Rotary Club to pay the balance. In May of last year Bob went there, his legs useless to him. He returned the following August able to get around on his own power, with the aid of leg braces and crutches.

To help this courageous young man get back on his feet, in both a literal and a figurative sense, the Toledo Rotary Club spent more than \$2,700. Now physically self-reliant, Bob Willis is becoming economically self-reliant: he is working as a production planner in a Rotarian's business. Out of his first pay check, he sent the Rotary Club a check, despite its protests. Ahead of him is a long road to his goal, but with his grit—and many friends ready to help—he is sure to get there.



A popular spot at Camp Lakewood-on-Erie, opened this past Summer for Ontario crippled children, was the swing area where hundreds of youngsters spent many healthful hours. Built for \$300,000, many Ontario Rotary Clubs contributed to its cost (see item). Activities include swimming, archery, music, arts and crafts, dancing.

tary, and the beginning of the year in which Rotary will celebrate its Golden Anniversary. All except two of the Club's Past Presidents were there, and tributes to Rotarian Gruber came from the two who had moved away. To express its appreciation to him, the Rotary Club presented to the Secretary a watch, and to Mrs. Gruber a bouquet of roses.

Echoes from the Night of Spooks

Halloween goblins have come and gone, happy youngsters have painted eerie scenes on shop windows (see *Halloween*, by Eugene Miller, in *THE ROTARIAN* for October), but stories of the evening's fun are still being told. One lingering account of Halloween high jinks comes from the Rotary Club of NETCONG-STANHOPE, N. J., where store windows serve as broad canvases for the artistic talents of energetic boys and girls, who might otherwise celebrate the occasion with less restraint. With the encouragement of the Rotary Club of NETCONG-STANHOPE, and other civic groups, Halloween artists paint pumpkin scenes on windows, but they don't get chased. They get prizes for doing it.

Ontario Clubs Aid Big Project

On the shores of Lake Erie, near its eastern tip in the Niagara region, is a new camp for crippled children. It's called Lakewood-on-Erie and its facilities include all the usual outdoor arrangements (see photo), many others designed to strengthen damaged limbs. To build the camp, financial help came from the Ontario government, an associa-



A gift of the Rotary Club of North Fresno, Calif., these textbooks arrive in Sagar, India, for the library at the University of Sagar (see item). They are being presented by Rotarian V. Calvon McKim (left), of Fresno, to Dr. R. P. Tripathi, University vice-chancellor. Between them is Dinshaw Mehta. Jubbulpore. India. Rotarian



In Pottsville, Pa., the Rotary Club not only sponsors Little League baseball, but Rotarians come out and cheer for the teams. Here members sit in the stands, watch a game, and eat box lunches. Little League has Rotary support in many communities.

tion of newspaper sports writers, the Easter Seal campaign, and many service organizations, including several Rotary Clubs. Those reported as contributors were the Ontario Rotary Clubs of NIAGARA FALLS, \$12,000; ST. CATHARINES, \$12,000; WELLAND, \$10,000; OAKVILLE, \$9,500; BRANTFORD, \$9,000; BRAMPTON, \$1,845; and CAYUGA, \$200. Serving as chairman of the camp committee was Rotarian R. C. Hilborn, of ST. CATHARINES. The camp features a 20-by-40-foot swimming pool, six dormitory cabins, and a main lodge that cost \$34,000. The cost of the entire camp was estimated at \$300,000.

Books, Letters, and The Rotarian

A potent combination in International Service—books, letters, and *THE ROTARIAN*—has been used by the Rotary Club of NORTH FRESNO, CALIF., to promote goodwill and understanding between its community and SAGAR, INDIA. The plan was recommended to the Club by V. Calvon McKim, a Rotarian of FRESNO, CALIF., now teaching at the University of Sagar in India. First, letters were exchanged between 50 Indian students at the University and North Fresno Rotarians, both groups learning much about the other. Next, an International Service subscription to *THE ROTARIAN* was bought for the University library. Then, to help stock the library's shelves with needed textbooks, the Rotary Club shipped 260 volumes to SAGAR, where Rotarian McKim received the books and presented them to the vice-chancellor of the University (see photo).

Calendars Cement Overseas Ties, Too

IN NORTH FRESNO, CALIF., letters helped to do an International Service job (see above), while in WOODLAND, CALIF., the Rotary Club turned to calendars to achieve results in the fourth avenue of service. To compare U. S. and British calendars, the WOODLAND Club made arrangements to exchange calendars with YORK, ENGLAND. First, letters were written about the proposed plan, and later WOODLAND sent 150 American calendars to YORK

Photo: Mack

and received some British ones in return. YORK was chosen for the exchange, incidentally, because WOODLAND had entertained Patricia M. Phillips, a 1953-54 Rotary Foundation Fellow, sponsored by the York Rotary Club. The exchange also produced a Community Service project in WOODLAND, for the Rotary Club auctioned the British calendars at a public sale, with the proceeds going into the Club's welfare fund.

News Notes from African Clubs

How are things in Africa Rotary-wise? Busy, as this brief roundup of activities shows. In UMTATA, "Courtesy Week," an annual project of African Rotary Clubs, was celebrated, with several thousand windshield stickers put on motorcars. In the youth field, the Club sent four boys to a Summer camp. In UITEHAGE, a student oratory contest was held, while in



How far is it to the Robinson farm? This sign—and 11 others—posted on county roads leading out of Myrtle Point, Oreg., give the distance to all farms on the road where a sign is located. It's a rural-urban project of the Myrtle Point Rotary Club. Two of its members, H. A. Schroeder and Paul Bruer, built and erected them.

STANDERTON a youth-exchange plan began, with children from BENONI coming to STANDERTON to live in farm homes for a short time. In GRAHAMSTOWN the Rotary Club hosted six boys from a nearby school.

18 New Clubs in Rotary World

Since last month's listing of new Rotary Clubs, Rotary has entered 18 more communities in many parts of the world. Welcome to them all! They are (with the sponsoring Clubs in parentheses): Cobram (Yarrawanga-Mulwala), Australia; Nabucca Heads (Coffs Harbour), Australia; Beersheba (Jerusalem), Israel; Fukuyama (Hiroshima and Kurashiki), Japan; Caerphilly, Wales; Lancing, England; Dulwich, England; Vilvorde, Belgium; Urawa (Tokyo and Kawagoe), Japan; Hanamaki (Morioka), Japan; Lisburn, Northern Ireland; Hassan (Mysore), India; Goondiwindi (Warwick), Australia; Watton, England; Fruitvale (Trail), B. C., Canada; Chanchamayo-La Merced (Tarma), Peru; Richmond (Chicago), Ill.; Wyoming Park (Lee and Grandville), Mich.

Take a Page from Eureka



Are you planning to make your Rotary Club and its world-wide program better known in your community? Many Clubs are as a special project during Rotary's Golden Anniversary Year. How one California Club reached a mass audience is told below. Is it something for your own Club to adapt?

ON northern California's Humboldt Bay, is the lumber town of Eureka (population 23,000). The Rotary Club there has spanned more than three decades of the community's life, and during that time its service aims have become known to the townspeople through the Club's many projects. Recently this public awareness of Rotary in Eureka widened still more when a Club meeting was televised over a local station.

The idea for the televised show started with the Club's television member, John Bauriedel, an executive of the station. He took on the job of arranging for the meeting to be produced as a "live show," while other Club members helped out by carrying chairs and tables to the studio to seat everyone during the program. A caterer was engaged to provide the lunch.

As a result, TV viewers not only acquired a better understanding of the Rotary program, but also saw how Rotary fellowship brings men together at weekly meetings and unites them for the betterment of the community. Viewers also met on their TV screens the men who wear

the Rotary emblem in Eureka, for the camera wheeled in for a close-up of each member as he was introduced.

As special Golden Anniversary projects, Clubs around the world have plans taking shape to make Rotary better known throughout their communities by informing non-Rotarians about Rotary's aims and accomplishments, its history, and its world scope. These plans are based on newspaper articles, radio broadcasts, talks by Rotarians, window displays, school exhibits, pageants, and many other means for channelling information to the public. Many will also use the newest mass-entertainment medium—television—to carry the story of Rotary and its progress to a wider audience.

How does the Eureka Rotary Club feel about its TV experience? "On screens throughout our area," says Frank J. Soares, Club President, "we were seen by many who perhaps knew little about us. Now they know more, and we have won new supporters for our community-wide projects. The TV show also stirred our own enthusiasm."



A TV interview in Eureka, Calif., with G. F. Bacon, Governor of District 155, before the "mike." At his right are Frank J. Soares, Club President, and Chalmers Crichton, Club Secretary. The subject being talked about is Rotary.

PERSONALIA

'Briefs' about Rotarians, their honors and records.

RULE. Like many another Club in the Rotary world, the Rotary Club of Kowloon, Hong Kong, frequently faces the problem of the speaker who runs past his allotted time. Obviously, for politeness' sake, the presiding officer can't just interrupt and say, "That's all the time there is." To solve the vexing problem, a Kowloon Rotarian devised a 12-inch ruler as a part of the speaker's lectern. On it, in large letters, are these words: "Mr. Speaker, this is a rule. You must conclude by 1:55 P.M." As a rule, the ruler has been very effective as a speech terminator.

Full Circle. Back in 1948, ANGUS S. MITCHELL, of Melbourne, Australia, Past President of Rotary International, addressed a meeting of some 1,500 Rotarians and their ladies gathered on the



Two Australian friends meet at a college graduation in U.S.A. (see item).

campus of the Oklahoma College for Women in Chickasha, Okla. ROTARIAN MITCHELL expressed a desire that Australian students might study at the school. Rotarians took his desire to heart—and moved to set up a scholarship at the College and bearing his name. Selecting the right Australian student was left to ROTARIAN MITCHELL himself. SUSAN SANDRAL, of Melbourne, was chosen as the recipient. She spent the next four years in Chickasha, with 18 Rotary Clubs providing the funds which made her studies possible. She became a stand-out student and a campus leader. Last June ANGUS MITCHELL, en route to Rotary's International Assembly in Lake Placid, N. Y., was on hand to witness SUSAN's graduation (see photo)—bringing full circle an example of the way in which the efforts of men of goodwill girdle the globe.

Different. Rotary Clubs have met in coal mines and caverns, in airplanes and on boats, in jails and in school cafeterias, but STEPHEN CAMPBELL, a Bloomington, Ind., Rotarian, recently hosted his fellows in an entirely different setting from any they—or possibly any Rotarian world-wide—had ever experi-

enced: a funeral home. ROTARIAN CAMPBELL is a funeral director and had invited his fellow Rotarians to make a "classification visit" and hold their regular meeting in his new, about-to-be-opened mortuary.

Lifesaver. A Rotarian in Kansas City, Mo., recently played a conspicuous part in a battle against death. He is CHARLES C. DANIEL, president of a cold-storage company in Kansas City. Among the items in his warehouse was a supply of the drug fibrinogen—and some hundreds of miles away, in Pierre, So. Dak., a woman lay dying for lack of the drug. Arrangements were hastily made with the U. S. Air Force, based near-by, to fly a jet plane to Kansas City, pick up the drug, and return. ROTARIAN DANIEL had the medicine rushed to the airport in just about the time it took the jet to fly there from Pierre. The jet refuelled, took off—and arrived back in South Dakota with the package in time to save the woman's life.

Seniors and Active! Throughout the world, Rotarians are appraising their membership to see what they can do to open their classifications to new members. Recently in the Rotary Club of Leeds, England, two men decided to take on the well-deserved privileges of senior active membership; doing so, they may have established a record. One was EDMUND WOOD, unofficial title holder to the longest-held additional active membership in the Rotary world: since 1924, when he became a Rotarian. The other Leeds Rotarian was EDMUND Wood's father, HARRY WOOD, who at 86 is still active in business and regular in his Rotary attendance. Can any other father-son team match or top this record?

Transvaal Travellers. Sometimes a man has to go a long way to meet his neighbor—something to which two South African Rotarians will certainly agree,

for they had that experience a few weeks back. Visiting in the United States, GEORGE BURRIS, a Springs, Transvaal, South Africa, Rotarian, stopped in at the Rotary Club of Euclid, Ohio, to "make up" his Rotary attendance. Also in the U.S.A. and also "making up" in Euclid the same day was BULLER HERLIN, a member of the Rotary Club of Germiston, likewise in Transvaal. Though their home towns are but 20 miles apart, the two men had never met. It took but a few minutes' conversation, however, to disclose a long list of mutual acquaintances.

Five in Five. To paraphrase a popular motion-picture title, Finland has five brothers for five Rotary Clubs. All



Finland's "five in five" (see item).

members of the TITOLA family, the five brothers and their Clubs, respectively, are (left to right in photo) JAAKKO, of Tampere; MATTI, of Lohaj (where he is President); MIIKO, of Loviisa; MARTTI, Vice-President in Valkeakoski; and RISTO, Vice-President in Karkula. Any other Rotarian reader who belongs to a family with such a multiplicity of brothers and Clubs?

Retired? Just a year ago when JOHN C. BEUKEMA, a Muskegon, Mich., Rotarian, retired after 31 years as secretary-manager of his community's Chamber of Commerce, the Chamber organized a giant testimonial dinner to thank him for the serviceful career he had supposedly brought to an end. Since then, ROTARIAN BEUKEMA has had hardly an idle moment. The two U. S. Senators from Michigan and scores of other in-



Rotary not only runs in the Morgan family, but it also runs into the families of the Morgan daughters. The center photo shows the man who started it all: Walter P. Morgan, former president of Western Illinois State Teachers College and a member of the Rotary Club of Macomb, Ill. On the left are his two sons-in-law, E. A. Dyson, Rushville, Ill., Rotarian, and E. C. Roth, a member of the Rotary Club of Peru, Ill. At the right are his son, Ralph W. Morgan, Sr., and his grandson, Ralph W. Morgan, Jr., both of whom are members of the Rotary Club of Wichita Falls, Tex.

terested citizens remembered JOHN BEUKEMA's long participation in an intimate knowledge of the St. Lawrence Seaway project which was recently approved by the Congress of the United States. They recommended him to PRESIDENT DWIGHT D. EISENHOWER, who has now named ROTARIAN BEUKEMA a member of the Advisory Board of the St. Lawrence Seaway Development Corporation.

Spadework. Recently turning the first earth for a new location of the Second Presbyterian Church of Louisville, Ky., was STUART E. DUNCAN, 88, a member of the Rotary Club of Louisville since 1915. He is the senior member of the church's board of deacons.

Heart Homes. In California, three college students of architecture are finishing up a Summer study of a subject—housing—which may be of vast importance to heart cases as well as to everyone else. And behind them stand eight Rotarians of the San Francisco region who made the study possible. They are RUSSELL G. DELAPPE, ALFRED F. GOGGIO, of Berkeley; ROBERT DOUGLAS, RALEIGH H. LAGE, DAVID S. DUGAN, and HOBART ROGERS, of Oakland; BYRON F. ROYCE, of Hayward; DONALD L. HARDISON, of Richmond; and H. J. BRUNNIE, of San Francisco, a Past President of Rotary International. Briefly, what is involved is engineering homes for the greatest ease in production of the work it takes to run a house. The students are gathering and collating ideas on this subject, which will be made available to architects and builders.

Celebration. Most wedding anniversaries call for a celebration. But the KENNETH KNUTSONS, of Canby, Minn. (where Rotarian Knutson is President of his Club), had special cause for marking their 15th anniversary recently. Both of them were recovering from poliomyelitis, and their wedding anniversary was the first day that both of them had been able to leave their cumbersome iron lungs for the relative comfort of chest respirators. A newspaper



Rotary Club Presidents often meet, but seldom are they father and son, as here. Shaking the hand of William A. Reagan (left), President of the Rotary Club of Wind Gap, Pa., is his son Kinsey Reagan, Nazareth, Pa., Rotary Club President. With them is Joseph Neidig, of Quakertown, Pa., Past District Governor, who installed them.

NOVEMBER, 1954

Fathers and Sons in Miami

All in one Florida Rotary Club are these 31 Rotarians, paired here in family teams with dads named first.



Photos: (5, 24, 25) Murnor; (6) Moffett; (7) Moser; (9, 14, 16, 19, 20, 27) Tooley-Myron; (11) Pilkington; (15, 22) Harris

(1-2) Sam H. and Sam H. Bailey, Jr.; (3-4) Charles F. and C. Jackson Baldwin; (5-6) J. Holden and Jack H. Beckwith; (7-8) C. B. and C. B. Brasington, Jr.; (9-10) Lon Worth and Lon Worth Crow, Jr.; (11-13) M. B., Jack T., and M. B. Garriss, Jr.; (14-15) Ernest R. and William A. Graham; (16-17) Maurice R. and Maurice R. Harrison, Jr.; (18-19)

Thomas W. and James M. J. Hutson; (20-21) Francis M. and Graham C. Miller.

(22-23) Alexander and Alexander Orr III; (24-25) Frank J. and Frank J. Pepper, Jr.; (26-27) Buhrman R. and Buhrman R. Staley, Jr.; (28-29) Sumner R. and Edward J. Waldron; (30-31) D. Earl and James I. Wilson.

photo showed them enjoying their wedding cake—and smiling.

Youngest Secretary? With a note of pride, the Rotary Club of Bezwada, India, reports it has elected a man it believes to be the youngest Secretary in the Rotary world. He is R. V. RAGHAVA RAO, only 23 years old, and a Rotarian for almost two years. His classification is "minerals, refined oil products, distribution." Is he the youngest Secretary?

Presidential Precedent. When SAMUEL A. HIRD, JR., was recently elected President of the Rotary Club of Clifton, N. J., he became the fourth member of his family to head a Rotary Club. His father, SAMUEL A. HIRD, was once President of the Club in Passaic, N. J.; an uncle, HENRY E. HIRD, was once President of the same Club—and the same year, in fact, that another uncle, the late LEWIS

A. HIRD, was President of the Rotary Club of New York, N. Y., where HENRY HIRD's son FLOYD L. is now a member and the Chairman of the Club's Good Cheer Committee.

Rotarian Honors. MILTON M. LORY, of Sioux City, Iowa, has been elected president of the National Society of the Sons of the American Revolution. . . . I. J. and B. L. COUSINO, of Erie, Mich., won first place in a recent Veterans of Foreign Wars float contest for the most original display. . . . ALBERT E. MACPHAIL, of Rockland, Me., has been elected Grand Master of the Grand Lodge of the International Order of Odd Fellows of Maine.



Lory

Rotary-Embossed Items and

Since
1878



Manufacturers of

Service Recognition Emblems
Class and School Jewelry
Fraternity and Club Pins
Trophies and Medals
Watches
Free Design Service

Send for our Booklet "PERSONNEL
AWARDS AND HOW TO USE THEM"

SPIES BROS. INC.
MANUFACTURING JEWELERS
27 E. Monroe St., Chicago 3, Ill.

**Celebrate Rotary International's
GOLDEN ANNIVERSARY**

with our SPECIAL ANNIVERSARY LADIES' NIGHT program. Pay AFTER you enjoy it—or not a penny if it isn't a BIG HIT. We furnish everything needed. Easily presented. Backed by 16 years of guaranteed service to Rotary Clubs. Write NOW for FREE Special Bulletin and Catalog.

THE PARTY GUILD Dept. 11
1413 BRYN MAWR AVE., CHICAGO 26, ILL.




Morgan's
INC

DESIGNERS & MANUFACTURERS
of fine
SERVICE EMBLEMS
announce

New General Office & Factory
11TH & ILLINOIS AVES.
ST. CHARLES, ILL.

and—New Chicago Office & Factory
305 W. Madison St. Chicago 6, Ill.

**ROTARY
ROAD SIGNS**



Finished in brilliant Du Pont Dulux Baked Enamel Colors on Heavy Gauge Steel.

29" diameter with rectangular panel for 3 lines of copy as illustrated.

Single faced and double faced models.

Reasonably priced
Prompt delivery

CHICAGO
TUES. 12:00
HOTEL SHERMAN

A. D. JOSLIN MFG. COMPANY
MANISTEE, MICHIGAN

ROTARY'S



**GOLDEN ANNIVERSARY
1905-1955**

**DISPLAY THIS 30" x 40" RAYON
BANNER AT ALL CLUB MEETINGS
AND SOCIAL FUNCTIONS**

Emblem and lettering processed in blue on a gold background. Complete with rod and cord. **\$6.50** plus postage

OTHER ANNIVERSARY ITEMS

Paper and Cloth Decorations
Embossed Emblem Seals
Anniversary souvenirs for members
Anniversary souvenirs for Rotareans
Special Decals, Party Favors, etc.

Write for Folder RA-50

RH RUSSELL-HAMPTON CO.
303 West Monroe St., Chicago 6, Ill.

New! paperweight designed especially for the Golden Anniversary

ROTARY'S 50th



The ideal dignified presentation piece for speakers and honored guests . . . personal memento for every Rotarian . . . a solid prism of optical Lucite encasing a handsome Rotary seal in gold and blue . . . club name and individual name hand engraved, gold filled.

Descriptive material available.

Creative Plastics Corp. STONY BROOK, N.Y.

\$2.50 ea.
IN LOTS OF 24
\$3.50 singly

**HOW TO CHOOSE A
BRONZE PLAQUE**

FREE 48-page book tells how—shows 200 original ideas for reasonably priced, solid bronze nameplates, awards, testimonials, honor rolls, memorials, markers.

Write for **FREE Brochure A**
For trophy, medal, cup ideas ask for Brochure B.

INTERNATIONAL BRONZE TABLET CO.
DEPT. 45 — 150 WEST 22 ST., NEW YORK 11, N. Y.

**headquarters for
remembrance gifts and
incentive merchandise**

Offering a wide selection of items ranging from handsome prestige gifts to self-liquidating premiums. Write for details, and ask for information on our complete premium service.

MYER ROSENBERG PREMIUMS
210 S. Clinton Street, Chicago 6, Illinois
ANdover 3-5589

Golden Anniversary Aids...

Anniversary BADGES And Other Souvenir Items

A most attractive badge. It is printed on gold colored stock. Spring steel clasp for fastening. Every Rotary club should make use of it. It will do much to keep to the forefront this memorable period in the life of Rotary. Get in line and order early so you will have them on hand when the time comes. Prices: 100 for \$12, 200 for \$22, 500 for \$50, 1000 for \$85. Ribbon fasteners for ladies 10% extra.

THE STANDARD VISITORS PADGE WITH POSTCARD—This card has come into almost universal use. The spring steel clip is easily attached to top of coat pocket; grips firmly. Our large production of these Badges enables us to sell them most reasonably: 100 for \$8, 250 for \$18.75, 500 for \$35, 1000 for \$65.

GUEST BADGE without postcard used for Non-Members in the same size and style as badges for Visiting Members but has red border and distinctive printing. Prices on these given as follows: 100 for \$7, 250 for \$16.75, 500 for \$30, 1000 for \$50.

MR. PRESIDENT OF ROTARY—You will need a Christmas Greeting for your members. Our specially designed folder bears the Rotary emblem and a fitting message. Sample upon request. Priced as follows: 25 for \$5, 50 for \$8.50, 100 for \$12, with envelopes.

DINNER NAPKINS—A superior dinner napkin printed in gold ink and carrying the insignia of 50 years of service. For the various dinners and banquets held to celebrate the anniversary, they will give that added touch accentuating the Golden Anniversary. Price \$2.50 per hundred.

SOUVENIRS FOR THE LADIES—A tiny transparent box with hinged lid. To be given as souvenirs to the Rotary Anna. Size $2\frac{3}{4}$ " x $1\frac{1}{4}$ " x 1". A tiny gift for tiny trinkets for your lady's dresser. They will love them. Price \$12 per hundred.

CERTIFICATES OF APPRECIATION—The Certificates are a work of art. They are encased with plastic transparent window bringing out the colorful lithographed illustrations and forming the most beautiful item of its kind on the market. They have manifold uses. We print them in accordance with your instructions. Size $9\frac{1}{2}$ " x $6\frac{1}{2}$ ". Priced at 40 cents each.

SMITH INDUSTRIES Xenia 1, Ohio

BOUND VOLUMES

Would you like to have attractive Bound Volumes for your library? For Rotarians, Rotary Clubs, libraries, and schools, these volumes will serve as practical and ready references for the wide variety of material that has been presented in the pages of *The Rotarian* through the years.

Bound Volumes are available for each of the years, 1934 through 1953; price postpaid, \$5.00 each. (Outside U.S.A. \$5.50.)

Some volumes of older issues are still available; write for particulars.

Send your order today to

THE ROTARIAN

1600 RIDGE AVENUE EVANSTON, ILLINOIS

NOVEMBER, 1954

GOLDEN ANNIVERSARY Banners



6" x 9"

A LASTING
TRIBUTE

Rotary International's new home and official emblem is beautifully portrayed on banner... exquisitely embroidered in four colors... Gold, White, Green and Gray on fine white satin rayon.

Price—\$1.65 each

All orders will be shipped to Club officers on open account. All orders promptly expedited. Firm under new management.

Write for free catalog of Rotary supplies.

CLUB SUPPLIES, INC.

P. O. Box 8502

Chicago 80, Illinois

Rotary Emblem Jewelry

Handsome tie slides and cuff links mounted with meticulously reproduced Rotary emblems in miniature. Manufactured to the highest standards of fine jewelry craftsmanship and richly finished with a superior tarnish-resistant process of gold plating.



Cuff Links (square and oval) \$3.50 per pair
Tie Slide ($2\frac{1}{4}$ " long, $\frac{3}{8}$ " wide), \$3.00
Tie Clip ($1\frac{1}{2}$ " long, $\frac{1}{4}$ " wide), \$3.00

Above prices include 10% Federal Excise Tax

G. S. HARVALE & CO.
100 Fifth Ave., New York 11, N.Y.

☐ Square Cuff Links ☐ Tie Slide
☐ Oval Cuff Links ☐ Tie Clip

Name _____

Address _____

City _____ Zone _____ State _____

Amount enclosed _____ No C.O.D.'s please

WHEN writing to advertisers in this magazine please mention **THE ROTARIAN**.



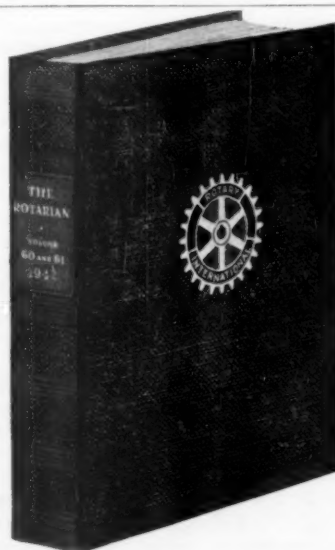
WILD LIFE FILMS
Exciting, dramatic action in the natural habitat of animals of forest and plains. 8mm or 16mm in beautiful color or B & W. Also 2 x 2" color slides. Write for free illustrated catalog.
Wild Life Films, Rm. 15, 5151 Strohm Avenue, North Hollywood, California



PERSONALIZED WALL PLAQUES
For Gifts, Awards, Party Favors, Membership. Embossed gold on blue framed 7" x 9" panel. \$2.50 postpaid. Quantity rates.
THE STAFFORD CO. Seattle Wash.
212 Blanchard St.
WRITE TODAY

LADIES NIGHT PROGRAMS

Serving Rotary Clubs from coast to coast. Complete directions, guests' supplies, equipment, prizes, loan of handsome costumes. Mod. cost. No outside director needed. Guaranteed. Write for free literature.
C. H. SMITH & ASSOCIATES, 313 Maple Avenue, Kewanee, Ill.



12 Issues of THE ROTARIAN

Copies of *THE ROTARIAN* from January to December, inclusive, with detailed index to authors, articles, photographs, etc., included in each Volume.

The Rotary Emblem Tie

An ideal Christmas Gift

A handsome tie of pure dye Charvet silk. Finely fashioned by our custom craftsmen. Small blue and gold Rotary emblems are actually woven into the body of the fabric. In two background colors: Red and deep blue.

Truly a distinctive symbol of Rotary affiliation. The ideal gift. Four-in-hands \$3.50 each. Bows \$2.50 each.

G. S. HARVALE & CO.
100 Fifth Avenue, New York 11, N. Y.

Please send:

- ☐ Deep Blue Four-in-hands ☐ Deep Blue Bows
☐ Red Four-in-hands ☐ Red Bows

Name

Address

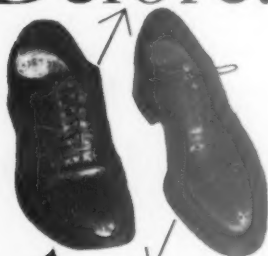
City

Zone

State

Amount enclosed..... No COD's please.

Before!



After!

Before Nelsonizing, seams were broken, uppers scraped, leather dry and scuffed, soles and heels worn thin. After Nelsonizing, shoes look new, "just bought"! Not merely recobbed, but rebuilt over individually fitted lasts by same factory methods used in original manufacture! 25 operations, each performed by specialists. Mail shoes or come in. 101 rebuilding services for women's shoes, too!

New Full Soles, New Heels
(Leather or Rubber), Re-Lasted,
Uppers Dressed, All Rips Sewn,
New Laces. **\$6.95**

Ladies' Shoes Rebuilt (as above) ... **\$3.95**

B. Nelson Co.

Office & Factory • 10 E. 39th St., N. Y. 16

Three Miracles in Stratford

[Continued from page 26]

President of the Rotary Club of Stratford, attended the first meeting of this larger group.

"That was an exciting one," "Alf" Bell recalls. "I went to it with a wait-and-see attitude; I had heard the idea before. When the meeting ended, I was so excited I went home and woke my wife. We talked until 2 A.M., and she was so excited that she stayed awake until 4 just thinking about it."

Matters had taken on an air of concreteness—but still were only in the idea stage. The town began talking about it—loudly on both sides—and it was decided that only top-ranking theater people with an artistically free hand could make the project successful. The City Council voted \$150 for Patterson to go to New York to contact Laurence Olivier—and he returned empty-handed. Then one of Toronto's most knowledgeable theatrical people, Dora Mavor Moore, suggested that Tyrone Guthrie was the top Shakespeare man of the world. Sometimes called "the wild Irishman of the theater," Dr. Guthrie is a man of solid scholarship and stage sense, the one who restaged the New York Metropolitan Opera's stodgy *Carmen* into 1951's vivid and unforgettable production. Patterson picked up a telephone and called Dr. Guthrie at his home in Ireland. A three-minute conversation was sufficient to intrigue Guthrie into a Canadian trip "to advise."

Rotarian Showalter promptly picked up another phone and in a matter of minutes had sufficient \$100 pledges to finance the trip. Dr. Guthrie, whose normal haunts include such spots as London's Old Vic, Israel's Habbimah Theater, and the Finnish State Theater, arrived in due time—and agreed, on the premise of complete artistic freedom, to stage the festival, this despite his knowledge that festival coffers still were very, very empty. That agreement often is referred to as "the first miracle of Stratford."

Things now moved to incorporation in November of 1952. Dr. Showalter became president of the Shakespearean Festival of Canada; "Alf" Bell, vice-president; Rotarian William Kalbfleisch, a banker, treasurer; and eight other Rotarians were elected to the 22-member board. Everyone knew the next step was financing—at least \$150,000 (it topped \$200,000 eventually).

In January, 1953, Stratford was asked to contribute \$30,000; the following day so many contributions were received that the goal was boosted to \$35,000. Stratfordians contributed \$38,000 then—and ultimately increased it to \$70,000,

An Extra "Thank You" for your Club Speaker



IT'S easy with this certificate announcing a gift subscription to **THE ROTARIAN** (\$2.00). What better way to show your Club's appreciation for fine speakers... your gratitude for outstanding service... and at the same time tell non-Rotarians about Rotary's purposes and ideals. The **ROTARIAN**, your expertly edited official publication, is just the ticket.

We also now have available gift subscription certificates for **REVISTA ROTARIA**, the price of which is \$2.75 each.

We can honestly say the response to this gift presentation idea has been tremendous. If your Club's supply of certificates is gone, just write to:

Rotary International
1600 Ridge Avenue
Evanston, Ill.

including \$5,000 each year from the City Council. The remainder of the money came from an ever-increasing circle of cities surrounding Stratford: Kitchener, Waterloo, London, Owen Sound, and from all over Canada east to Quebec and west to Vancouver. This year there was \$40,000 from the Rockefeller Foundation, conditioned on at least twice as much locally.

At this point much was happening simultaneously; and before all the funds were in, Oliver Gaffney, since a Rotarian, and his construction company were involved to the tune of \$117,000 building the amphitheater foundations for the tent. The tent, largest of its kind in the world, was being sewn in Chicago and had attracted the services of the wily and irrepressible Skip Manley as tentmaster; he came directly from erecting a huge evangelistic revival tent in Iowa and went to a circus in Venezuela—and there were some who saw this as fitting. Dr. Guthrie and Tanya Moiseivitch, brilliant costumer designer at the Old Vic, were committed and were busy designing the radical stage. Alec Guinness was on the high seas—and the bottom of the till fell out when a \$50,000 pledge cancelled.

THE committee, secure in that \$50,000, had taken a well-deserved weekend. It reconvened Monday morning bleakly. The decision facing them was postpone or cancel. Either would admit failure, either would cost heavily. Gaffney cheered them slightly by continuing his work regardless. There were some desperate backstage telephone calls—and Dr. Showalter was able to come to the meeting with anonymous pledges of \$25,000 and \$10,000, largely from local sources and given on condition of continuing as planned—and that was the second miracle of Stratford.

The money still would be shy, but the box office would open shortly. The committee took the plunge and went ahead. The rest is history. Press acclaim came from the *Times* of both London and New York, from all Canadian critics and most of the U. S. Financial success was complete; all costs were paid, the capital investment was made. The Festival showed no profit the first year because of this capital investment, but it was able to continue and it has since proved itself no flash-in-the-pan novelty. A drama school had a modest beginning last Summer. The tent (Skip Manley speaks of its four and one-half tons of canvas as "The Lady"), bright with playing banners, is no more than an expedient, and the wisely practical businessmen of the background are discussing the pro's and con's of a permanent structure. Does it mean anything?

Its meaning to Stratfordians is illumined in many ways by an experience

of Tom Patterson's wife. Stopped by a complete stranger while shopping, she heard the woman say, "Mrs. Patterson, you and your husband have made our lives so interesting!"

The woman referred partially to the presence of Alec Guinness, whose duelling in *Richard III* stimulated school-recess duels among small fry, and James Mason, as well as to the flood of great and near great to the tent on the Avon.

But to bankers in their cages the word "interesting" meant a million-dollar increase in bank clearings during the first Festival. For the first time in history the town exported U. S. currency. Retail merchants, although lack-

ing consolidated figures, enjoyed a major increase in trade, depending upon their lines. Homeowners who made rooms available to the Festival housing committee handled an estimated \$60,000 in cash they wouldn't have had otherwise. Two church women's guilds started to raise funds for their activities by serving substantial dinners to the-atergoers, as did the YMCA.

But those, however important, are mundane things. The real importance of the Stratford Festival lies elsewhere—in Britons, Canadians, U. S. citizens, people from all over the world rubbing shoulders and enjoying the same thing at the same time; in the achievement

WHERE TO RETIRE TODAY AND AFFORD IT

3 books that give you the facts on where you can retire today on the money you've got

WHERE WILL YOU GO IN FLORIDA?

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globetrotters Club. (Yes, Florida is his home whenever he isn't traveling!)

His big book, *Norman Ford's Florida*, tells you first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation, or looking over job, business, real estate, or retirement prospects.

Through his experienced advice you learn exactly where you can retire now on the money you've got, whether it's a little or a lot. (If you need a part-time or seasonal job to help out your income, he tells you where to pick up extra income.) Because Norman Ford always tells you where life in Florida is pleasantest on a small income, he can help you take life easy now.

If you're going to Florida for a job with a future or a business of your own, his talks with hundreds of business men and state officials, etc., lets him pinpoint the towns you want to know about. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

Yes, no matter what you seek in Florida, this big book (with well over 100,000 words and plenty of maps) gives you the facts you want. Price—only \$2, only a fraction of the money you'd spend needlessly if you went to Florida blind. Use coupon to order.

BARGAIN PARADISES OF THE WORLD

West Indies, Mexico, California Abroad

This is a book on how to double what your money can buy. For that is what spending a few weeks or months, or even retiring, in the world's Bargain Paradises amounts to.

And why not when you can retire to:

The Azores or the Canaries—islands of tropical flowers, sandy beaches, and the charm of Old Spain—with rents of about \$20 a month, groceries for a couple at \$10 a week, and servants \$5 a month each.

The lotus-covered mountain lakes of Kashmir, where a furnished houseboat with four turbaned servants rents for \$70 a month. Total costs for a couple run about \$175 a month—in the most beautiful spot on earth.

The South Seas? Tahiti has found out about the Yankee dollar. But there's brilliant Sigatoka Beach at Suva or reef-girt Norfolk or Lord Howe Island, the Bargain Paradises of the South Seas today.

Throughout this big book you learn where to spend a while in the West Indies, Mexico (where living costs dropped 33% when the peso was devalued last spring), South America (today's bargain counter for Americans), the healthful islands of the South Seas, the wonderlands of New Zealand, the marvelous Balearic Islands where two can live like kings for \$35 a week.

You read about cities and towns where it's always spring, about "Californias Abroad," about "Four Modern Shangri-Las," about mountain hideaways, tropical islands as colorful as Tahiti but nearer home, about modern cities where you can live for less, about quiet country lanes and surf-washed coastal resorts.

If you've ever wanted to travel but wondered how you could afford it; if you have a little income but wonder how you'd ever be able to retire on that; if you want a life of luxury on what you'd get only necessities back home, then you want this book, *Bargain Paradises of the World*.

96 photos, 4 maps. 1954 edition. Price \$1.50.

WHERE TO RETIRE ON A SMALL INCOME

This book selects out of the hundreds of communities in the U. S. and its island territories only those places where living costs are less, where the surroundings are pleasant, and where nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts, or the like. The book never overlooks the fact that some people must get part time or seasonal work to pad out their income.

It covers cities, towns, and farms throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and American Virgin Islands. Some people spend hundreds of dollars trying to get information like this by travelling around the country. Frequently they fail—there is just too much of America to explore.

Where to Retire on a Small Income saves you from that danger. Yet the big 1954 edition costs only \$1.00.

Mail this coupon for prompt delivery.

Mail to HARIAN PUBLICATIONS
127 Third Ave.
Greenlawn (Long Island), N. Y.

I have enclosed \$..... (cash, check, money order).

Please send me the books I checked below. You will refund my money if I am not satisfied.

☐ Bargain Paradises of the World, \$1.50.

☐ Where to Retire on a Small Income, \$1.

☐ Norman Ford's Florida, \$2.

Special offer: all books above (\$4.50 value) for \$3.

Print Name

Address

City & State

Easy...fast...rugged
and **LOW** in **COST!**



Smith-Corona ADDING MACHINE

A COMPACT precision instrument. No other adding machine gives you so much for such low cost. It's rugged and dependable, built for a lifetime of smooth, trouble-free performance.

*Price for all states permitting Fair Trade Laws. Subject to change. Tax extra.

MAIL COUPON TODAY...

SMITH-CORONA INC
707 E. Washington St., Syracuse 1, N. Y.
Please rush me all the facts...

Signed _____
CLIP THIS TO YOUR BUSINESS LETTERHEAD

Keep **INACTIVE RECORDS**
Quickly Accessible with

STAXONSTEEL

Self-Stacking TRANSFER FILES



No. 511 LETTER SIZE
Units are self-stacking
with factory applied
steel side-plates and hor-
izontal stackers bearing
total drawer content
weight at four points.

No matter how high you stack these new TRANSFER FILES, each drawer works perfectly... no bulging, no sticking. Each unit is complete, yet each becomes part of a sturdy steel structure. Units can be bolted side by side. Metal drawer pulls, and grey finish on corrugated fibre-board produce neat front office appearance.

Clip this ad to your letterhead
for details on other sizes.

BANKERS BOX COMPANY
Record Retention Specialists Since 1918
720 S. Dearborn St. • Chicago 5, Ill.

of a community in raising itself far above what anyone had a right to expect; and, most importantly, in the fact that the Festival has restored Shakespeare to his rightful audience. One soda-fountain waitress summarized this for me by saying: "I never knew much about Shakespeare; my teachers used to throw him at us all the time, and they never let me understand it. Now I've seen all these shows, and I'm going two or three more times. I still don't understand everything, but, you know, I'm getting to like Shakespeare!"

There was a certain amount of awe in her voice, just as most Stratfordians unconsciously use capital letters when speaking of "seeing The Plays." For something has happened to them—something generally conceded by domestic and imported drama critics from as far away as England's London to be the most important cultural event of Canada, "which now has something to make the neighbors sit up and take notice"; as well as being the most important theatrical event of the North American Continent, again the opinion of big-time theatrical students.

WHILE it is true that the directing genius of Guthrie is from Ireland and the stars from England (along with the playwright, who is universal), and 20 percent of the audience from the United States, yet the project was conceived and executed by Canadians on a stage that restored to The Plays their inherent fluidity and permitted the audience's imagination to be stimulated by the epic Shakespearean and classic imagination. It did not matter that there was no scenery on the stage, nor that the horse Petruchio rode in *The Taming of the Shrew* had human feet (as well as program credit); you, with the aid of the actors and their lines and the new stage, created the pictures for yourself.

And that is the third and most basic miracle of Stratford. With the union of Canadian and English talents, with the box office which poured across unguarded borders, with theatrical genius and practical businessmen, it has freed the classics from the sterile hand of classicism. The Plays were written by a man who, however great a poet, never forgot his audience, who was, first and foremost, a theater man. He gave his groundlings flesh and blood, people great and near great, people whose universality still is true and modern, and who did not depend upon the artifices of the peep-show stage in creating their illusions. Stratford has put these plays back into their rightful setting in productions that let and lead the audience to create its own scenery. Such a vital and living stage is to be seen nowhere else on the North American Continent. As my waitress friend said, "You know, I'm getting to like Shakespeare!"

Solve Your Christmas Shopping



Present your friends and relatives with subscriptions for *THE ROTARIAN Magazine* as Christmas gifts. It is a living gift that reminds the grateful recipient of you all year long.

Non-Rotarians enjoy this magazine too... look forward to every issue. They'd like a gift subscription from you.

So, that's the easy, thoughtful way to solve all your Christmas shopping worries.

How about such a gift for Cousin Fred... and that business acquaintance... and someone ill in the hospital... and the local high school? The price is only \$2.00 per year delivered in the Americas (\$2.50 elsewhere). Hurry your orders today, to:

Christmas Gift Subscriptions
THE ROTARIAN Magazine
1600 RIDGE AVENUE
EVANSTON, ILLINOIS

A beautiful Christmas gift card will be mailed to each recipient with your name lettered on it as the donor

THE ROTARIAN

Your Letters

[Continued from page 2]

Murray Teigh Bloom, in *THE ROTARIAN* for August. Both of these articles are tremendous contributions to the cause of peace.

We experience no difficulty in this community between the two nations. There is, of course, no refugee problem such as there is in Germany. In this place we are doing all we can to "parallel the line" of the article and we would like to see the same freedom all over the world and so cut out the necessity for such excellent work as is now being done among refugees in Europe.

I am the minister of a church which is in Canada, but which serves an American town, and we are members both of the United Church of Canada and of the Vermont Congregational Conference. The membership both of the Rotary Club and of my church is roughly 50 percent American and 50 percent Canadian.

'Let's Bow to São Paulo'

Suggests THOMAS D. HALL
Agricultural Consultant
Governor, Rotary District 25
Johannesburg, South Africa

In *THE ROTARIAN* for July, *Adventure in Seattle*, a most interesting report on a wonderful Convention, claims that Seattle is the largest city, 503,000, in ratio to its age—102 years—on earth. This was claimed before in a pre-Convention issue of the Magazine. Having enjoyed Seattle's great beauty and open-hearted hospitality, in the first instance I forebore to say that my home city, Johannesburg, had reached in 68 years a population of 912,339 (1951 census), probably a million today. In the same issue, however, *Reunion in São Paulo* tells us that this city is the fastest-growing metropolis anywhere: 2,600,000 inhabitants. True, it is 400 years old, but we know that most of its growth has taken place in the last 100 years.

Let us rather say, "Is it the truth?" and let Seattle and Johannesburg bow to the city which has so far outclassed both of them. I will concede this to Seattle; when it comes to beauty, Johannesburg cannot compare with you.

Year-Round Jobs Needed

Thinks JARED E. WENGER, Rotarian
Chamber of Commerce Secretary
Verde District, Arizona

[Re: Guaranteed Annual Wage?, debate-of-the-month for July.]

Something must be done to make available year-round jobs. Our methods of manufacturing and producing require itinerant workers and a fluctuating number of wage earners. Why isn't it possible to create an unemployment safety-valve plan which would provide temporary jobs as a result of layoffs from industrial and commercial enterprises and abolish them as business conditions require? The money saved in the abolishment of unemployment compensations, and in the reduction of the population in penal institutions and in

Give Wisconsin's Gifts of Nature



9

Perfect Assortments
\$2.25 to \$10.95

"Our Cortlands have been first prize winners in State contests for the past consecutive 11 years. These luscious, Giant, Regal "King-Size" Cortland apples are tree-ripened and come in all their delicate freshness direct from our own orchard."

Bill Aepler

THREE OF OUR POPULAR ASSORTMENTS

Box No. 1. A tempting gift the entire family can enjoy. Crisp, luscious, Giant Cortland Apples, cushioned in tissue and glistening colored cellophane. Four 1-pound delightful varieties of all natural Aged Cheddar, Aged Caraway, Mild American, and rich creamy Colby cheeses. All cheeses are absolutely rindless—no waste. One pound jar of select Linden and White Clover Land O'Lakes Honey. Shipping weight about 45 pounds. \$10.95.

Box No. 4. A deluxe swooping big gesture bulging with Giant Cortlands, the same four 1-pound varieties of all natural cheeses as in Box No. 1, topped with that gem of sweets, a large one pound jar of Land O'Lakes Honey. Each piece of cheese is doubly protected—heat sealed in pofilm and wrapped in cellophane to assure safe delivery. Shipping weight about 19 pounds, \$7.65.

Box No. 7. A gift to be treasured and enjoyed by old and young alike. A massive impression is created with these Giant Cortlands flashing their ruby red cheeks into the satisfying eye of the appreciative recipient. To further delight the receiver, two 1-pound varieties of all-natural Aged Cheddar and Mild American cheeses are included in this fine gift. Price \$3.85.

All shipments via prepaid Railway Express, F.O.B. Oconomowoc, Wis.

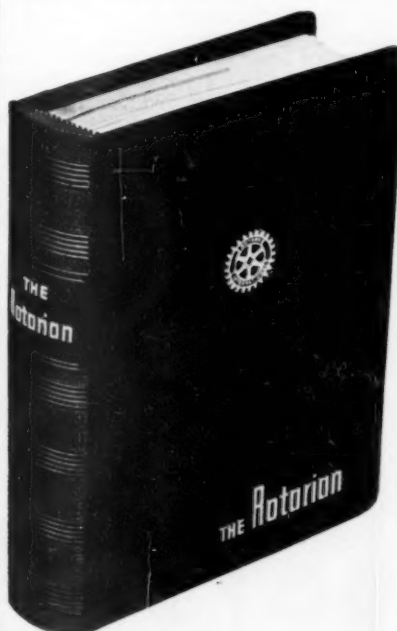
Write for free colorful folder

BILL AEPLER

Aepler Orchard

Oconomowoc, Wisconsin

An Ideal Gift for Rotarians!



Here is a beautiful binder that will prove useful to any subscriber to *THE ROTARIAN*. It's an ideal Christmas gift suggestion for Rotarians.

Easy to operate, strong and durable, with a handsome deep blue burlap-grained Kingskraft cover, it will make an attractive addition to any library.

The price is \$3.75 delivered in the United States; \$4.25 in other countries. Order by name — *THE ROTARIAN BINDER*—from:

THE ROTARIAN, 1600 Ridge Avenue, Evanston, Illinois



**THE BUSINESS GIFT
THAT SHOWS REAL APPRECIATION**
Famous Wisconsin Cheese

Pack No. 1 This box contains 5 liberal portions of Wisconsin's finest cheese, Alpine brand swiss, brick, baby gouda, dessert cheese and smoked cheese. Net Weight Over 3 lbs. Post Paid..... **\$4.95**

Pack No. 3 A truly representative assortment of fine cheese aged to perfection, contains Alpine brand swiss, brick, cheddar, baby gouda, dessert, blue cheese roll, smoky roll and wine cheese. Net Weight Over 4 lbs. Post Paid..... **\$6.95**

1. Not sold in stores
2. Beautiful full color brochure sent on request.
3. Enclose check or money order with all orders.
4. Prices include guaranteed safe delivery anywhere in U.S.A.
5. We will enclose a gift card bearing your name and make shipment in time for Christmas.

MEMBER: WIS. GIFT CHEESE SHIPPERS ASSOCIATION.

THE SWISS CHEESE SHOP
BOX 4291 MONROE, WISCONSIN

CHANGE OF ADDRESS?

Moving? . . . Changing your address? Send your new address at least 30 days before the date of the issue with which it is to take effect. Tear the address label off magazine cover and send it with your new address. The Post Office will not forward copies unless you provide the extra postage.

THE ROTARIAN

1600 RIDGE AVENUE
EVANSTON, ILLINOIS, U.S.A.

VALLEY Forge

MILITARY ACADEMY

"At the Nation's Shrine"

Prepare your boy to enter America's leading colleges and universities and at the same time be trained for a commission in the Armed Services. Small classes, highest academic standards. Preparatory School and Junior College, fully accredited; ages 12-20. Personalized guidance and instruction in Reading and Speech Clinics. All variety sports. 32 modern fireproof buildings, including two gymnasiums and hospital. Motorized Artillery, Cavalry, Infantry, Band, Senior Division ROTC. Catalogue.

Ross Hall, Wayne, Pa.

the charity load, coupled with salvaging waste matter—especially that which is created in forests by logging operations, fires, etc., and in flood control, road maintenance, and local projects—would undoubtedly pay the entire cost of such a plan. But the greatest accomplishment would be in providing the means by which bread winners would retain their dignity and self-respect.

Indian Beauty Queens 'Shot'

By CHARLES J. BELDEN, *Rotarian*
Photographer
Gulf Beaches, Florida

When I was in Sheridan, Wyoming, during the recent All-American Indian Days Pow-Wow of some 40 tribes of the Plains Indians, I was reminded of the symposium in *THE ROTARIAN* for August entitled *Whither the American Indian?*

When a group of Indian beauty queens were guests of the Rotary Club of Sheridan at its weekly meeting, I unlimbered the trusty camera and "shot" the visiting beauties. Miss Indian America I is seventh from the left (see photo) and the other young ladies are her attendants. Also included in the photo are (left to right) Sheridan Rotary Club President Jack R. Hufford; Sheridan Rotarian F. Howard (Neck Yoke-Two Moons) Sinclair, big chief of the Indian show; and Hollywoodian Monte Blue (part Indian), who was master of ceremonies of the show. Rotarian "Neck Yoke Jones" was responsible for most of the groundwork in putting the show together and it was no simple matter to coordinate the activities of hundreds of Indians assembled from 40 tribes.

Here's Why the Bug Didn't Bite

EDS. NOTE: Remember our symposium on the "Virus Rotary" in *THE ROTARIAN* for September? It centered around a letter by a Rotarian who complained that in his five years in Rotary the "Virus Rotary" had never bitten

him. "Why?" he wanted to know. We invited comments from readers—and here are some of the many that arrived:

Apply 'Service above Self'

Suggests J. L. NAPIER, *Rotarian*
Newspaper Correspondent
Newton, Kansas

The anonymous letter writer had to be at least an average business or professional executive to become a Rotarian. None of those selected to answer his question even so much as suggested application of "Service above Self." Liberally construed, that means developing clean-cut, sincere citizens of a democratic world.

In my more than 37 years' observation of Rotary working, from the inside of an active Club, the outstanding thing has been the accomplishment of that objective. Unlimited time and space would permit mentioning numerous incidents and outward character changes to substantiate this conviction. . . .

Let my anonymous Rotary friend of five years of attendance and seeking opportunities to serve, simply arise and take up his bed and walk. He is on the right road and needs no magic virus.

Trouble Is with the Writer

Says ROBERT H. HEYNE, *Rotarian*
Hotel Proprietor
Bournemouth, England

If the letter from the "Virus Rotary" writer is not a "leg-pull," I suggest the trouble is with the writer himself.

Why did he join Rotary? Had he any knowledge of its aims and objects, its history, its ideals? Surely before even becoming a Rotarian he was active in some interest of a civic or international nature. And as a Rotarian, surely he remained or became active in something: some organization outside Rotary—his church, old people's welfare, local hospital, spastics, Scouts or other



Miss Indian America I and her attendants meet with Sheridan Rotarians (see letter).

boys' organizations. Otherwise he reminds me of the man who goes to church, speaks to no one, listens critically or sleeps through the sermon, then goes home, grouches at the unfriendly atmosphere, and says, "That church don't do me no good."

If this Rotarian says he has some outside interest, then things are easy. For example, this can be altered to fit any interest. Say he's keen on youth organizations. Call him in, at a meeting or when open, as an individual and not as a Rotarian. Within a short time, in talking to the leaders, he could spot something that should be arranged to help youth. He could suggest models exhibition be held. Get that organization interested, infuse it—approach similar bodies—get ideas from other leading citizens. Make it a town youth models exhibition. Suggest getting models from other countries. He will find an idea easily catches on.

Then approach the Club President and say you want his and the Club's help. Enthusiasm will make the President approach a Club Committee whose job includes carrying out such an idea. Even if this Committee is only on paper and does not yet function, it soon would. No matter how "un-Rotarian" a member may be, he quickly falls when such a plan is unfolded to him and becomes eager, enthusiastic, and, before our "Virus Rotary writer" can say "Jack Robinson," he will find that such an exhibition will draw the Rotary spirit truly into his Club, into himself most of all, and make his town and, better than that, make the youth of his town, realize what a fine bug the "Virus Rotary" really is.

Worker Participation the Answer

Thinks GEORGE C. DWORSHAK, Rotarian Chamber of Commerce Secretary Attleboro, Massachusetts

May I suggest to those Rotarians who read *The Bug Hasn't Bitten Me—Why?* that a very potent answer to it—in addition to those which appeared on pages 7 and 8—appeared at the top of page 61 of the September issue under the heading "Let the Worker Participate."

In capsule form is given the formula for successful organizational activity in the American pattern. A reprint of it might well be put onto the cover of the kit sent to all incoming Presidents of Rotary Clubs.

Four Ways to Get the 'Virus'

From DON MAXWELL
Antiques Retailer
Secretary, Rotary Club
Westfield, New Jersey

Having been bitten by the "bug" way back in 1921, and having travelled some of the Rotary road over the years since, the feelings and experience of the Midwest Rotarian as expressed in *The Bug Hasn't Bitten Me—Why?* are understandable to me.

Those of us who have been exposed to the "Virus Rotary" know and feel a something going on deep within us—something that causes us to sense and continue to grope for a way to initiate

Learn about Amazing New Office Space Stretcher EXTRA Seating and Table Space at a Moment's Notice

The new Clarin Tablet Arm Chair that folds combines table and chair in one. You'll be amazed at how many people you can seat comfortably in a small office—and give each of them table space as well. Thus, you can hold those important group meetings in almost any office—and arrange it in a few moments. This space-saving chair is quality built—gives years of service—folds flat to 3-inch depth for fast, safe stacking in a minimum of space. Foam rubber cushioning if desired.

Write for full information:
Clarin Mfg. Co., Dept. 18,
4640 W. Harrison St.
Chicago 44, Illinois

FOLDS FLAT IN 3 EASY STEPS



Clarin

There is a Clarin Steel Folding Chair for your every need.
New FREE Catalog of complete line on request.

ENGINEERED QUALITY MAKES THE BIG DIFFERENCE IN FOLDING CHAIRS



THE COST OF GOOD TASTE HAS BEEN GREATLY EXAGGERATED

Our expert shoemakers down in Maine know how to give you the custom character you want in the shoes you wear . . . at a price much lower than you'd expect. Here is an imported Scotch Grain that features such custom details as chamois-lined tongues, leather linings and double leather soles with custom edge trims.

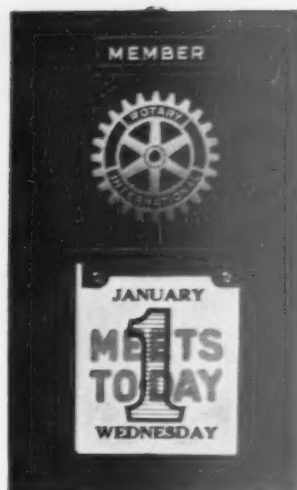
Most styles \$14.95 - \$19.95



Ask for Style 6017
at your Taylor Merchant,
or write Dep't E.



E. E. TAYLOR CORP., FREEPORT, MAINE



REMINDO

Three-Way Calendar

- Meeting Day Reminder • Handsome Membership Plaque • Useful Calendar

REMINDO CALENDAR has durable, embossed bronzed back. Size 8" x 13". Background finished in wood grain walnut. Emblem enameled in official colors. "MEETS TODAY" printed in heavy red type on every club meeting day throughout the year.

COMPLETE CALENDAR

Single	\$2.50
Lots of 2-25, each	2.40
Lots of 26-50, each	2.35
Lots over 50, each	2.30

Add 40c postage for single calendar.
Refill pads available each year.

RUSSELL-HAMPTON CO.

303 W. Monroe St. Chicago 6, Ill.

A GIFT TO REMEMBER FLORIDA FRUIT

GLAMOUR GIFTS—Select quality oranges, grapefruit, tangerines, shelled pecans, unusual candies and marmalades—decorated with Spanish moss and green-leaved humbugs.



**GLAMOUR
BUSHEL
\$8.95**
**HALF
BUSHEL
\$5.25**

Express Prepaid*

SUNSHINE PACK—Beautifully packed, choice quality fruit; all oranges, all grapefruit, or mixed. Please specify.

Full Bushel	\$6.00	Half Bushel	\$4.25
Full Box	\$9.25	Half Box	\$5.00

Commercial discounts on all quantity orders.

The BARFIELD GROVES

Dept. R-3 Polk City, Florida

*All prices include delivery charges East of Mississippi River and to La., Ark., and Mo. To Wis., upper Mich., Iowa, Kan., Minn., Okla., Neb., and Texas, add 10%. All other states, add 20%.
No shipments to Ariz. or Calif.

**ALL SHIPMENTS UNCONDITIONALLY
GUARANTEED**

and express the high ideals and sensation that motivate Rotary to carry on.

The "bug seeker" asks, "How can I make it happen?" I suggest:

1. Be a bulldog; set your teeth and don't let go. Rotary is worth fighting for.
2. Interest some fellow Rotary members in meeting with you at your home and discussing this problem socially at a fireside gathering, or do so with the help of some Rotarian of experience whom you can look up to.
3. Read and study the *Manual of Procedure*; the Rotary pamphlets; the President's, the Secretary's, and the District Governor's instructions; and *THE ROTARIAN*.
4. Be active. You are a "carrier."

The Bug HAS Bitten

Thinks J. H. KENT
Honorary Rotarian
Needham, Massachusetts

The writer of the letter is so saturated with the tenets of Rotary that he doesn't realize it. He is completely wrapped up in the movement. How did the contributors to the symposium ever miss that vital point? He has said so plump and plain, and not only that, but he can't seem to get enough.

This man is a prize package, with Rotary consuming him. His only difficulty is that it's so big, so fathomless, so all-absorbing, that he is smothered and does not quite know it.

Tell him that at his next Club meeting he should go up to every member, slap him on the back, shake his hand, and greet him by name. That's the real answer—and he will find the cloud lifted.

Need for Men Who Do Things

Says FREDERICK PHILLIPS, Rotarian
Floor-Machine Distributor
Buffalo, New York

Twenty years ago I joined one of the largest Rotary Clubs in the world. I was fairly new in the community and knew only half a dozen Rotarians in a Club of close to 500. When I found myself mixing with great business and professional men, both at home and away, I said to myself, "Freddie, boy, you have got to do something to earn this honor. You cannot rub shoulders with these men, call them by their first name, and pretend you are their equal."

I was appointed to the Club Extension Committee. Right here is where the writer of the anonymous letter and I part company. He could find nothing to do, and so he writes a letter begging for advice. On the other hand, I decided I had been challenged. My colleagues and I on the Club Extension Committee would not be buried: we would organize Rotary Clubs.

Result? Seven Rotary Clubs and 20 years' perfect attendance. These Clubs were not organized without the expenditure of quite some time and a bit of money. But it is so very worth while.

Rotary cries out for the man who will do things. Who will not alibi. Who will lift on his own and not wait for George.

Who will speak the truth no matter who is listening. Who by word and deed will lead men to a better, fuller life. Who will quit writing letters and get busy. I will.

Giving Better Than Getting

Asserts STANLEY C. BROWN, Rotarian
Dentist
Ithaca, Michigan

A Rotarian who helped in the organization of our Club was a speaker at one of our recent meetings. He made the comment that in his years as a Rotarian he never saw such a "cold bunch of fellows that gathered at the first inoculation meeting." He left that night, he said, with a sick feeling, but today "I can honestly say that you not only are a wonderful bunch of fellows, but your entire town radiates a friendly welcome."

And you, Mr. Rotarian Anonymous, have contributed to this community change by the very "Virus Rotary" which you think you do not recognize. Take an inventory of your community and see if it isn't a better place since Rotary became a part of it. Perhaps you do not feel that you are getting all you should out of Rotary, but you are giving of yourself, which is better than getting. But can one give without first getting? We cannot give away that which we do not have.

Individual Must Merge with Group

Believes OLIVER SMITH, Rotarian
YMCA Secretary
Dover, Delaware

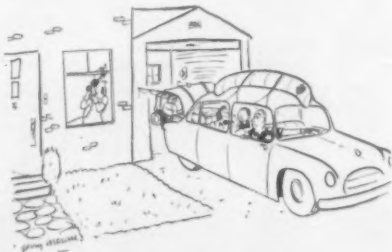
Just after I read *The Bug Hasn't Bitten Me—Why?* I received in the next mail a copy of the September issue of *Association Week*, published by the YMCAs of the Central Atlantic Area, in which the theme for the current month is entitled "New Power." Let me quote a section from it which bears on this matter of the "bug":

Human nature is largely emotionally conditioned. Until the individual's feelings and goals merge with the group feelings and goals through planning in which he shares, his response will be nil, perfunctory, or face saving.

Then the article gives a number of "conditions for releasing this new power," including:

I need a sense of belonging in the organization—a feeling that no one objects to my presence; a feeling that I am sincerely welcome; a feeling that I am honestly needed for my total self, not just for my hands, my money, etc.; a feeling that I am expected to carry purposes forward as reflected by orientation and education.

I need to feel that what I'm doing does contribute to the welfare of people—that it extends in purpose beyond the group itself.



"It's your boss. He's saying something about a vacation-schedule mix-up."

THE ROTARIAN

Mr. Rotarian:

Get into Politics

[Continued from page 11]

you can't rush public opinion or be too abrupt with the electorate.

He knows that in politics most things are accomplished by a series of compromises. He is willing to compromise.

He knows how to talk to the man on the street. (Most businessmen have a terrible time talking intelligibly with the average voter.)

He knows and practices the art of asking favors.

Businessman's Edge

He is usually a good administrator and organizer.

He generally has a direct, honest approach in politics—a trait likely to please voters.

He has the advantage of being independent. (Most politicians are tied by commitments of various sorts.)

While the bureaucrat may get recognition on the basis of how many people he heads or how large a budget he controls, the businessman has an edge as he applies exactly opposite business methods to these matters. The more he can trim waste and deadwood, the more he can trim the budget without impairment, the greater his success.

* * *

Politics? How do you look upon them? As something dirty? As the art of compromise? As the "science of government"? Whichever, I think it highly important that you look. The problems of modern government, whether of the township, county, city, state, province, or nation, grow more complicated every day. Clear minds are needed to simplify them. Clear minds housed in persons who "can take it," who can stand up to criticism and complaint and ingratitude—and keep on smiling. If we as business and professional men who try to put service above self will make our contributions wherever possible, we can help untangle some of these hard problems right in our own communities. As leaders, we must lead in voting, in discussion, in participation. If our nations fail or falter, the fault may be ours more than it is anyone else's.

Mr. Rotarian, get into politics.

Junior Is Puzzled

*I learn from news that's up to date
How witnesses can balk—
They say, "It might incriminate,"
And they refuse to talk.*

*If that excuse will get them by,
It ought to save me too—
But I gave Dad that same reply
And found it would not do.*

—BESS MCCRARY

Ladies Only!

This is a man's Magazine. It is published by and for men only. Yet practically all the men to whom it goes—and they number about 340,000 in 89 countries—have wives . . . and everybody tells us that these ladies by the tens of thousands also read it—regularly, enthusiastically, cover-to-coverly. How wonderful!

So if this be true—and surveys say it definitely is—how might these ladies like to take part in a little contest sponsored for them only by husband's THE ROTARIAN?

It would be a writing contest on the subject:

*"Why I Want to Go to Chicago
for Rotary's Golden Anniversary Convention"*

We shall not wait for the answer. We are announcing here and now that there will be such a contest . . . that it will start November 1, 1954, and conclude February 1, 1955 . . . that it will be open to the wife of any Rotarian on earth . . . that the contest entry will be an article of not more than 1,500 words on the subject "Why I Want to Go to Chicago for Rotary's Golden Anniversary Convention" . . . that the deadline for receipt of entries will be February 1, 1955 . . . AND that there will be cash prizes thus: \$100 for first place; \$75 for second place; and five honorable mentions of \$15 each. . .

So, ladies, dust off that quill, roll out that typewriter, and start thinking why you want to go to Chicago and just how you'd like to say it on paper.

And watch for the December issue of THE ROTARIAN, which will give contest rules in full and otherwise add to but not alter these facts in this preliminary announcement of the "Why I Want to Go to Chicago" Contest.

The Editors

THE ROTARIAN Magazine
1600 Ridge Avenue
Evanston, Illinois, U.S.A.

OPEN THE DOOR TO "NEW HORIZONS" IN FLORIDA

Ocala and Marion County's location in the beautiful rolling hills and lake region of Florida makes it an ideal place for those who want to remain active during retirement. Cool summers, mild winters and numerous cultural activities enhance the appeal of this retirement paradise. Beautiful 18 hole golf course. Home of Silver Springs and Rainbow Springs. Bass-filled lakes challenge those who long to drop a lazy line where fish are plentiful. In addition, there is no state income tax nor inheritance tax. Consider these advantages and you'll make Ocala and Marion County your "Kingdom of the Sun."

For free details write to Ocala and Marion County Chamber of Commerce, Zone 54

OCALA, FLORIDA

TREE-RIPENED FRUIT



Red Warrior Citrus has pleased thousands since 1909

Approx. Bushel
\$5 lbs. **\$6.00**
All oranges, all grapefruit or mixed

Oranges and Ruby Red Grapefruit . . . \$7.00

Express charges paid East of the Mississippi River, Wis., Minn., Mich., and all states West of the Mississippi—add \$1.50 per unit. ALL FRUIT GUARANTEED. Sold only in U.S. Free illustrated catalog upon request. Send check or Money Order to—

RED WARRIOR GROVES
Dept. 5, UMATILLA, FLORIDA

WHEN writing to advertisers in this magazine please mention **THE ROTARIAN**.

Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry. Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 148-E Albany St., Cambridge 39, Mass.

Public or Private Power?

Let Service and Price Determine It—Says Alex Radin

[Continued from page 22]

year the average residential consumer of power from the publicly owned electric utility used 2,745 kilowatt hours, while the same class of consumer of the privately owned utility uses only 1,910 kilowatt hours. But while the consumer of the publicly owned system is enjoying the use of 835 more kilowatt hours a year than his counterpart served by a private utility, at the end of the year his annual bill, \$52.21, is \$3.02 lower than that of the private-utility customer, who pays the power company \$55.23. The additional 835 kilowatt hours used by the consumer of a publicly owned electric utility is sufficient to supply the power for an entire year for a home washing machine, dryer, and ironer.

To express it another way, the residential consumer of a publicly owned electric utility uses, in the course of a year, 43.7 percent more electricity than his friend who buys power from the privately owned power company, but his bill, including this increased usage, is 5.5 percent lower.

Having observed the lower rates of the publicly owned electric utilities, it is of interest to study the comparative costs incurred by the publicly and privately owned electric systems in producing and delivering a kilowatt hour to the consumer.

Contrary to the popular conception about the alleged inefficiency of publicly owned enterprises, such a study reveals that in every item, except production expenses, the publicly owned utilities operate at a cost equal to or lower than that of the privately owned systems.

Having larger generating stations and interconnected systems, it is to be expected that the privately owned systems can generate a kilowatt hour of energy at a lower unit cost than that of the publicly owned systems, and this is indicated by the fact that the production expenses of the publicly owned utilities are one percent higher per kilowatt hour than that of the privately owned power companies.

However, transmission expenses of the privately owned companies are 100 percent higher; distribution expenses are 2.6 percent higher. And here is the margin by which some of the other significant expense items of the private-power companies exceed those of the publicly owned utilities:

Accounting and collecting—up 33.6 percent for the private companies.

Sales promotion and advertising—up 72.6 percent for the private utilities.

Administrative and general expenses

—up 26.5 percent for the private power companies.

From the above statistics, therefore, it is clear that efficient "business management" is not confined to the privately owned portion of the electric industry.

Let's turn now to perhaps the more widely publicized aspect of the public-power picture—the Federal power program.

Although this program was greatly accelerated during the past two decades, when the major hydroelectric installations in the Tennessee Valley and Pacific Northwest were constructed, this program has been carried on by the Federal Government for about 50 years. It was started as part of the Federal reclamation program, when it was decided that dams built primarily for storing water for irrigation purposes also could and should be utilized for the production of power.

Although the Federal power program is pictured in some quarters as a giant octopus having a strangle hold on the private-power industry, it is well to take careful note of the fact that the total capacity of Federal hydroelectric installations today is approximately 11 million kilowatts—or only about 12.4 percent of the nation's total generating capacity.

IN CONSIDERING the Federal power program, we should bear in mind that the Federal Government essentially is a wholesaler of power, and does not market power to ultimate consumers except to a relatively few large industries. Federal power is sold to ultimate consumers through municipally owned electric systems, rural electric coöperatives, and private-power companies. Thus, for many years, there has been a true partnership between the Federal Government, on the one hand, and the local nonprofit agencies, as well as private-power companies, on the other.

The significance of the Federal power program from the standpoint of national defense also should not be overlooked. The two major atomic-energy installations built during World War II were located in the Tennessee Valley and the Pacific Northwest—the areas where there has been the greatest Federal hydroelectric development. These areas also were the centers for major aluminum production which was so vitally needed for our wartime aircraft production.

Today the Pacific Northwest and the TVA are still filling vital rôles in national defense, and by 1956 more than one-half of TVA's power will be flowing into

atomic-energy installations. Moreover, these Federal power programs have provided a sound investment for the United States Government. While the critics of the Federal power program vociferously and erroneously contend that other parts of the nation are subsidizing the areas where there is large-scale Federal hydroelectric development, it should be clearly noted that these Federal power projects are required by law to be repaid in full to the Federal Treasury. And with the exception of TVA, all the Federal power projects are required to pay interest on the Federal Government's investment. Although TVA is not required to pay interest, the return on the Government's investment in TVA has averaged 4.1 percent, which exceeds by a handsome margin the cost of money borrowed by the Government.

These Federal power projects not only have been a sound dollars-and-cents investment for the United States Government, but have also been a stimulant to economic prosperity, thereby benefiting the nation as a whole.

FOR example, in the TVA area, employment opportunities in manufacturing establishments increased 72 percent between 1929 and 1950, as compared to an increase of 41 percent in the nation as a whole.

Since 1929 there has been a net increase of some 1,600 new manufacturing and processing plants in the Tennessee Valley and the areas supplied by TVA power. These new manufacturing plants represent an expansion of the privately owned productive capacity of the nation.

The income of the people living in the Tennessee Valley region in the single year of 1952 was about \$5,900,000,000; this was \$1,650,000,000 more than it would have been had the per capita income for the Tennessee Valley increased at a rate no faster than it did in the nation.

This \$1,650,000,000 extra income in 1952 increased the purchasing power for consumer goods made throughout the country. For example, the people of the Tennessee Valley spent about \$110,000,000 more for the purchase and operation of automobiles than if they had received the same proportion of the national income as in 1929. The market for food, a portion of which is produced in the Middle West, Far West, and Florida, was expanded by \$440,000,000.

From the standpoint of the electric industry, public power—both on the Federal and on the local level—has had a marked influence by injecting competition into an industry that is basically monopolistic. There are numerous examples to show that the rates of the privately owned power companies are lowest in those areas adjacent to communities served by municipally owned electric systems.

The significance of the competitive aspect of public power was clearly shown in the report issued in 1950 by the President's Water Resources Policy Commission. This report indicated that the wholesale power rates by privately owned utilities to rural electric coöperatives have declined steadily in areas where there has been Federal power development, whereas rates have remained rather constant in those areas where there has been no such development.

Critics often contend that the low rates of public power result from the fact that public-power systems are not

required to pay taxes. In so far as the local publicly owned electric utilities are concerned, FPC statistics show that 2.5 percent of their operating revenue goes directly for taxes.

However, this tells only a small part of the story. The local publicly owned utilities are noted for their many contributions to local government and free services which are not recorded as taxes in FPC records.

Furthermore, all earnings by a publicly owned system which exceed an accepted rate of return on investment also accrue to the benefit of the particular community or State which is the owner

Where to Stay



KEY: (Am.) American Plan; (Eu.) European Plan; (RM) Rotary Meets; (S) Summer; (W) Winter.

BERMUDA

The CASTLE HARBOUR Hotel... Golf, Beach and Yacht Club

Bermuda's most luxurious and complete resort. 180 acres, largest private beach, all sports, shops... For beautiful color folder, WILLIAM P. WOLFE ORGANIZATION, Rep., Dept. RM, 500 Fifth Ave., N.Y. 36, N.Y.; also Boston, Phila., Cleve., Chi., Toronto.

ENGLAND

LONDON

SOUTH KENSINGTON—HOTEL REMBRANDT. One of London's most favoured Hotels. Many bedrooms with private bath. Chelsea Rotary Club meets every Tuesday.

WESTMINSTER—HOTEL RUBENS. Buckingham Palace Road. Entirely modernised, nearly all bedrooms with private bath. Westminster Rotary Club meets every Thursday.

HOLLAND

AMSTERDAM—VICTORIA HOTEL. 300 rooms, 150 bath-rooms. Stay-away restaurant of world fame. RM Friday, 12:15. Man.-Prop. Pieter Vermelt.

UNITED STATES OF AMERICA

ALABAMA

BIRMINGHAM—DINKLER-TUTWILER. 400 rooms. Direction Dinkler Hotels. Excellent service. Ira Patton, Mgr. Moderate rates. RM Wednesday 12:30

CALIFORNIA

Hello from SAN FRANCISCO

700 ROOMS

Rates from \$8.00

THE PALACE HOTEL

Edmond A. Rieder, Gen. Mgr.



IN MIAMI, FLORIDA, IT'S THE

Columbus HOTEL

ROTARY MEETS THURSDAY NOON
in the magnificent
TOP O' THE COLUMBUS



COMPLETELY AIR CONDITIONED

FLORIDA

FORT LAUDERDALE—THE NEW YORKER. Ocean view from every unit. Hotel rooms, bedroom & club efficiency apta. Write for folder, rates. J. C. Hunter, Mgr.-Prop.

MIAMI BEACH—DELANO HOTEL. Nothing finer. On the Ocean at 17th Street. Rotary meets at 12:15 on Tuesday. C. C. Goldberg, Gen. Mgr.

STRATTON APTS. on ocean at 180 St., Miami Beach. 1 and 2 bedrooms. Tastefully and completely furnished for gracious living. Private beach.

GEORGIA

ATLANTA—DINKLER PLAZA HOTEL. 400 rooms of solid construction in the downtown section. A Dinkler Hotel, A. J. Crocy, Manager. Moderate rates. RM Monday, 12:30.

ILLINOIS

HOTEL SHERMAN

CHICAGO

HEADQUARTERS—ROTARY CLUB OF CHICAGO

for over thirty-five years

Luncheon on Tuesday, 12:15

EVANSTON, ILLINOIS

ORRINGTON HOTEL

CLOSEST TO

INTERNATIONAL HEADQUARTERS

400

Rooms

Palmer Jones

Manager

EVANSTON—HOTEL GEORGIAN. "North Shore's Finest." Fast Loop transportation; smart, air-conditioned dining and meeting rooms; mod. rates. Jack Kerna, Manager.

LOUISIANA

NEW ORLEANS—ST. CHARLES. Accommodations for 1,000 guests. Direction Dinkler Hotels. John J. O'Leary, Vice-Pres. & Mgr. Moderate rates. RM Wed., 12:15.

MINNESOTA

MINNEAPOLIS—HOTEL NICOLLET. 600 rooms with bath. 1000 guests. Direction Dinkler Hotels. Restaurant and 230 rooms air conditioned. Mark Schmidt, GM. RM Thurs., 12:15.

OHIO

CINCINNATI—SHERATON GIBSON. Cincinnati's largest, 1000 guests with television. Restaurant and 230 rooms air conditioned. Mark Schmidt, GM. RM Thurs., 12:15.

TENNESSEE

MEMPHIS—HOTEL PEABODY. "The South's Finest—One of America's Best." 625 rooms with bath, downtown location, air-conditioned. RM Tues. 12:15.

TEXAS

DALLAS—HOTEL BAKER. Preferred address in Dallas. Home of famous Mural Room. 700 rooms air conditioned. TV in guest rooms. F. J. Baker, GM. RM Wed., 12:00.

The OFFICE VALET and Checker RACKS



Customers, Ward-robe Racks, Locker Racks and Check Rooms.

An Answer to every Wraps Problem

Welded steel Valet Racks keep wraps dry, aired and "in press"...end unsanitary locker room conditions...save floor space—fit in anywhere...standard in all strictly modern offices, factories, hotels, clubs, schools, churches, institutions or wherever there is a wraps problem.

Write for Catalog
VOGEL-PETERSON CO.
1121 West 27th St. • Chicago 8, Ill.

QUICKLY FOLD OR UNFOLD FOR CHANGING ROOM USES



Mitchell FOLD-O-LEG Tables

TOPS OF MASONITE
PRESSEDWOOD • FIR & BIRCH PLYWOOD • LINOLEUM • PLASTICS

STRONG, RIGID TUBULAR STEEL LEGS

MAXIMUM SEATING MINIMUM STORAGE

Send for folder with complete specifications.
MITCHELL MANUFACTURING CO.
2748 S. 34th St., Milwaukee 46, Wis., Dept. F

To complete your Rotary Library add Bound Volumes of past issues of **THE ROTARIAN**. Prices sent on request.

OVER 1,000 STORES COAST TO COAST



TASTEE-FREEZ IS A REG. TRADEMARK

LOCATIONS WANTED

for additional **TASTEE-FREEZ DRIVE-INS**

Taster-Freez, with over 1,000 successful stores, will sign long-term lease on land and building illustrated. Large return on investment. Write, wire or call...

TASTEE-FREEZ CORP. of AMERICA
2518 W. Montrose, Dept 40, Chicago 18, Ill.

Joyner's of Smithfield

GENUINE AGED VIRGINIA HAMS
Cooked and Uncooked

And these fine foods and confections

- Aged Virginia bacon, unsliced
- Old South fruit cakes • Homemade candies
- Tropical fruits • Honey derivatives
- Pecan pralines • Fancy pecans

will help you with your personal and business Christmas gift selections.
Credit extended where desired.

WRITE FOR ILLUSTRATED FOLDER
Jean K. Thweatt
202 Hagood Street Birmingham 9, Ala.

of the local public-power system. FPC statistics show that net operating revenues of the local publicly owned utilities exceed an adequate return by 17 percent, all of which accrues to the benefit of the consumer-owners. This amount, plus the 2.5 percent actually recorded as taxes, compares favorably with the total tax payments of 21.8 percent of net operating revenues paid by the private power companies. The slight differential hardly explains the wide divergence in rates between the publicly and privately owned utilities.

As for the Federal power systems, they do make in-lieu tax payments to State and local governments, and all their income belongs to the Government. In the case of TVA, for the past three years this agency has received \$270,200,000 from the sale of power. After paying all expenses of operations, depreciation, payments in lieu of taxes to the State and local governments, and after allowing 2 percent for Federal interest cost, the remaining income, all of which belongs to the Government, amounted to \$36,600,000. This was about 13.5 percent of all power revenues received and compares favorably with the 13 to 14 percent paid by private utilities.

Public-power proponents are accused in some quarters of advocating a public-power monopoly or nationalization of the power industry. Nothing could be further from the truth. Neither I nor the organization which I represent advocates the nationalization of the power industry. I know of no responsible person associated with publicly owned electric systems who would advocate such a move. In fact, we would vigorously oppose nationalization, for the

operators of local publicly owned electric utilities are properly jealous of the outstanding records made by their plants, and they realize that they would be engulfed themselves in nationalization of the industry.

However, as firm believers in the system of free competitive enterprise, we do acknowledge the tremendous value of the publicly owned electric utilities in injecting some semblance of competition in a basically monopolistic industry. For while privately owned power companies loudly proclaim that they are the bulwark of free competitive enterprise and that public power is a threat to the free-enterprise system, private-power officials well know that they, of necessity, enjoy the privileges of a regulated monopoly in the areas they serve.

In the final analysis, we should keep our sights trained on one overriding consideration: In a vigorous, expanding economy such as we are fortunate to enjoy in the United States, the capacity of the electric industry has doubled every ten years. Even under such a gigantic program we have never had a surplus of power.

In order to continue to expand our capacity at this, or perhaps a more accelerated, rate will require the maximum efforts of all segments of the electric industry. The accomplishment of this Herculean task will be expedited tremendously if less time and effort are spent on controversy as to who will develop the power, and more effort is devoted by all segments of the industry to going ahead with the job as expeditiously as possible. The electric industry is big enough for private and public power, and a healthy development of both is an asset to America.

Public or Private Power?

Government Should Not Compete—Says Walter H. Sammis

[Continued from page 23]

to which the Federal Government has gone into proprietary business in competition with its citizens. In June, 1953, the Government Operations Subcommittee of the House of Representatives began a study of the extent to which Government-owned or operated enterprises compete with investor-owned business. Representatives from such varied industries as coffee roasting, retail trade, wood boxes, ice cream, rope, paint, printing and binding, and tugboat and barge operations testified they had to buck the tax-free, overhead-free business of the Government, while at the same time in effect they were compelled to pay heavy taxes to keep their "competitors" going. A tabulation presented

showed more than 100 such different Government activities. A compilation by the Tax Policy Committee of the Edison Electric Institute lists 190 electric-utility companies that have been liquidated or are being dismembered as a result of Government activities.

Twenty years ago the power-generating capacity of the Federal agencies was eight-tenths of one percent of the industry's total. As of June 30, 1954, it was 13 percent. Federal generating capacity has increased nearly 48 times in this 20-year period. This generating capacity financed by billions of the taxpayers' dollars amounts today to approximately 13 million kilowatts. Although by itself, this figure is alarming, the real danger lies in what could be built

on this foundation if indifference to, or neglect or lack of understanding of, this situation should persist.

Some 9½ million kilowatts of additional generating capacity are now in various stages of construction for new Federal plants and additions to existing Federal plants, and close to 6½ million more kilowatts have been authorized by Congress, although all the necessary appropriations have not yet been made. Above and beyond this, nearly 36½ million kilowatts more have been listed by Federal Government agencies. The total of all these projects—now in service, building, or contemplated—would come to 64 million kilowatts, or nearly as much as the present total generating capacity of America's investor-owned electric-utility companies.

WHEN the Federal Government in the '30s embarked on its extensive program of building multipurpose dams, it was claimed that production of electricity would be a by-product or incidental to some constitutional function such as navigation, irrigation, or flood control. This claim was unmasked in 1942 in litigation involving the South Carolina Public Service Authority. I quote a paragraph from the petition for rehearing filed by the Authority with the Supreme Court of South Carolina:

In the great national projects like the Bonneville Dam, the Boulder Dam, and the TVA, the improvement of navigation, reclaiming waste lands, and the creation of a "yardstick" for electric rates are illustrations of legislative declarations intended to overcome the probable hostile attacks, while at the same time everybody understood and now knows it as a fact that the object of the named projects, and of scores of others that have since been undertaken, was to socialize, so to speak, the business of producing and distributing electric energy through public grants and public ownership.

A recent attempt of Government power advocates to have Government enter the power business has been at Niagara Falls, which is not to be confused with the St. Lawrence Seaway and Power Project some 250 miles distant. At Niagara Falls the issue is power, and power alone. Admittedly there is no flood control, no navigation, no irrigation. Five private power companies have offered jointly to develop additional power on the Niagara River at no cost to the taxpayers, but in reality to pay about 23 million dollars a year in taxes.

One of the arguments advanced by Federal power advocates from time to time is that the investor-owned companies cannot take care of the large growth in electricity requirements. This



"... the story of men of different faiths and opinions and races growing in fellowship with one another—singing, planning, working—and searching for new opportunities for service. It is the story of men discovering their responsibilities to each other, of men finding themselves in group action."
—From the "PROLOGUE."



"There are numerous 'Houses of Friendship' in the world neighborhood of Rotary International. Here, no man is an island, and no man is a stranger. Here, conversing in the universal language of service, Rotarians of divergent interests, differing backgrounds, and varying goals merge to form the irresistible fellowship of Rotary."
—From "WORLD NEIGHBORHOOD."

ROTARY: Fifty Years of Service

The Golden Anniversary Book

Commemorating Fifty Years of Rotary

Publication Scheduled for December, 1954

*The amazing and fascinating story of Rotary
and its achievements in eight chapters—*

- BEGINNINGS
- REMEMBER WHEN
- PAGES FROM HISTORY
- SIGNIFICANT MILESTONES
- NEW PATTERNS
- WORLD NEIGHBORHOOD
- TOMORROW'S CHALLENGE
- PANORAMA OF A HALF CENTURY

*Other features that will make the "Golden Book" a
notable publishing event—*

MODERN-STYLED FORMAT

The page format has been artistically designed, with the text in large, easy-to-read type printed throughout in two colors. 144 pages.

SCORES OF PICTURES

There are literally scores of pictures gathered from all over the world—pictures that help to tell the story of Rotary's beginning—historic highlights—club projects—Rotary as it meets today in Hong Kong, Amsterdam, Saigon, Sauk Centre, and a hundred other cities.

ROTARY INTERNATIONAL

EVANSTON, ILLINOIS, U.S.A.

**Price, \$3.00 per copy. Advance subscription sale has been
announced to all Rotary clubs*



Direct Prices & Discounts to Clubs, Churches, Lodges, Schools, and all Institutions



MONROE TRUCKS

For storing Folding Tables and Chairs the easy, modern way. Each truck handles either tables or chairs. Construction of Truck No. TSC permits storage in limited space.



WRITE FOR NEW CATALOG, PRICES AND DISCOUNTS

THE Monroe COMPANY
17 CHURCH STREET, COLFAX, IOWA



WE'VE MOVED

The Central Office of the Secretariat of Rotary International, the offices of the Rotary Foundation, The Rotarian, and Revista Rotaria have moved to:

1600 Ridge Avenue, Evanston, Illinois

from:

35 East Wacker Drive, Chicago 1, Illinois

Please correct your records accordingly



NEW CARS—SELF DRIVE BRITAIN and CONTINENT

WINTER RATE EXAMPLE

4 PERSONS!

1,000 MILES!

\$70 14 DAYS!

£35 INCLUDING 34 ACCE LANE

GAS, OIL, INSURANCE

LESIE WILSON GIVES SUCH PLEASANT SERVICE

WILSONS

100 LONDON SW3

ENGLAND

PERFUME FAVORS

For Ladies Days and special business gifts. Exquisite fragrances sold only in selected stores. Special consideration to Rotary Clubs. Samples submitted on request. State quantities needed and date required. Custom made Christmas packages also available.

Parfums de Heriot
Hollywood, California

contention is not true. On the contrary, the story of the industry's expansion is unrivalled in American economic history.

The record of the investor-owned companies since the close of World War II in providing new generating equipment and other electric facilities to meet the ever-expanding requirements of the nation for light and power is probably unequalled by any other segment of our economy. Investment in their electric facilities has increased from a little over 12½ billion dollars in 1945 to about 26½ billion dollars today. According to the United States Department of Commerce, expenditures for new plant and equipment for all private industries in the country since the war have amounted to only slightly over 171 billion dollars, which indicates that the electric-utility companies' expansion accounts for one-twelfth of the total. For 1953, electric and gas utility companies as a group accounted for \$4,484,000,000, or 16 percent of the total of \$27,827,000,000 for all private industry.

Most of this new capital comes from the investing public, the remainder from reserves and retained earnings. This poses a question: Who are the investors in power companies? There are about 3½ million stockholders and a large number of bondholders. Through life-insurance policies, mutual savings bank deposits, pension funds, investment funds, and charitable, religious, and fraternal organizations, about 90 million people in America are indirect investors in power companies.

Further striking proof of the industry's ability to meet the nation's requirements is evidenced by the contract signed in 1952 by the Ohio Valley Electric Corporation to supply 1,800,000 kilowatts of electricity to the new atomic plant of the Atomic Energy Commission being built in Pike County, Ohio. This agreement calls for the largest block of power contracted in industrial history. Ohio Valley Electric was formed by 15 electric-utility companies, doing business in Ohio and neighboring States, to meet this unprecedented demand of the Government for power. Two huge steam-power stations—one in Ohio and one in Indiana—and connecting transmission lines are now under construction to supply this energy. The financing necessary, in the amount of \$440,000,000, has been arranged through private capital.

In the light of the foregoing one might ask: Why should the Federal Government go into the power business? Is it a function of Government to be in proprietary business in competition with its citizens? Government in the power business is a threat to all private business, and without private enterprise there cannot long remain real individual freedom. For make no mistake; if Gov-

ernment can go into the power business, it can go into the shoe business, grocery business, automobile business, or any other business, including farming. And it is now. The 100 activities I mentioned show how the trend has been developing. There is no limit to Government competition with business, if the public does not check the practice.

Government may properly impose reasonable safeguards upon business in the public interest, but should not operate business. It should not play in the game for which it makes the rules.

Our Federal Government needs tax monies to operate and every industry should pay its fair share of taxes for this purpose. Where Federal Government goes into proprietary business, it should pay taxes to the same extent and on an equal basis with investor-owned business; otherwise, the customers of investor-owned business will not enjoy the same advantages as customers of government in business. However, government in business pays no Federal taxes and makes little, if any, payments in lieu of State or local taxes, and in some instances the interest against the capital it employs is not charged against the Government proprietary operation. Further, there are often other items of expense absorbed by the Government and not charged to Government proprietary operations. This is unfair for it results in customers of investor-owned business subsidizing customers of Government business.

WHERE the Government with the monies of its citizens competes with them in business, it should operate Government proprietary business on an equal basis with investor-owned business, charging to its business the true costs of doing business, and not base Government proprietary business prices on subsidized costs at the expense of the customers of investor-owned business and other taxpayers. Further, the Federal Government going into proprietary business is one of the reasons our national debt is at the present level of approximately 274 billion dollars.

To sum it all up, we have no fear of Government competition *per se*. We do have deep fear of the destructive force of Government taxation combined with the continuing policy of Congress permitting Government bureaus and agencies to compete unfairly in the power business. These problems of Government in business and the preservation of our system of free enterprise must in the final analysis be adjudicated in the court of public opinion. The solution will be made easier and will come sooner when the public is fully advised of the problems and inequities that exist and how the public will be benefited by their fair and proper solution or elimination.

HOBBY

Hitching Post

THIS month THE GROOM turns over the *Hobby Hitching Post* to a host of friends—Rotarians or members of their families—whose hobbies include an interesting cross-section of leisure-time activities. Because so many want to share their hobbies, the "awaiting" list grew quite long. Next month we'll be back with another hobby story—plus more names of hobbyists.

Stamps: Paul E. Holtzmuller (10-year-old son of Rotarian—would like to exchange stamps with boys his age; is a Cub Scout), 125 S. Barron St., Eaton, Ohio, U.S.A.

Stamps: Stuart Perry (7-year-old son of Rotarian—wants to exchange postage stamps for those of all countries), 3 Dekka St., Wellington, N. 5, New Zealand.

Stamps: Patrick Bradley (8½-year-old son of Rotarian—is interested in swapping stamps with boys and girls in other lands; likes baseball, fishing, Cub Scouts), 4881 N. Wishon Ave., Fresno 4, Calif., U.S.A.

Stamps: M. T. Faizi (collects stamps; will exchange), E/54, College Road, Rawalpindi, Pakistan.

Pen Pals: The following have indicated their interest in having pen friends:

Bonnie Williams (13-year-old daughter of Rotarian—will welcome correspondence with boys and girls aged 13-15 from any part of the globe; likes sports, acrobatics, ballroom dancing, collecting movie and television star pictures), Box 23, North Falmouth, Mass., U.S.A.

Suzanne Flinton (16-year-old niece of Rotarian—interested in having pen friends; hobbies are writing, music, tennis, golf, reading), The Retreat, Bellevue St., Wentworth Falls, Australia.

John Armstrong (19-year-old son of Rotarian—is seeking a pen friend near his own age in U.S.A. or Britain; likes photography, tennis, golf, dancing, movies), 27 Manifold St., Camperdown, Australia.

Constance Lahey (14-year-old daughter of Rotarian—wishes to correspond with boys

or girls aged 13-15 in the U.S.A. or Canada; interested in exchanging views and learning more about young people's activities in these countries; enjoys surfing, ice skating, tennis, painting), 29 Bourke St., Wollongong, Australia.

Peggy Kieffer (13-year-old daughter of Rotarian—would like to correspond with boys and girls in all countries; interested in horses, photography, picture postcards, old and foreign coins, stamps), R.F.D. No. 4, Norwich, Conn., U.S.A.

Edmée Rushbrooke (21-year-old daughter of Rotarian—will welcome pen friends in Europe, especially England and France; likes swimming, fishing, golf, reading, theatricals), 4 Beach Parade, Geelong, Australia.

Malti Kathju (14-year-old daughter of Rotarian—desires correspondence with girls her own age in all countries; collects airmail stamps, picture postcards; enjoys outdoor games), Civil Aviation Training Center, Bamrauli, Allahabad, India.

Radha Kathju (12-year-old daughter of Rotarian—wishes to exchange correspondence with girls her own age in any country; interests include stamp collecting, swimming and other outdoor sports, light literature), Civil Aviation Training Center, Bamrauli, Allahabad, India.

Diane Fritz (12-year-old daughter of Rotarian—would like pen pals aged 12-14 anywhere in the world; interested in art, music, stamps, coins, photos of movie stars, rock collecting), 123 Winthrop St., Winthrop 52, Mass., U.S.A.

Gretchen Rodman (13-year-old daughter of Rotarian—wishes to correspond with young people anywhere in the world, especially outside U.S.A.), 1008 Anna St., Prosser, Wash., U.S.A.

Kayte George (daughter of Rotarian—interested in correspondence with boys and girls aged 17-19 in other countries; hobbies are sports, reading, movies, popular and classical music), 400 S. Strawberry St., Demopolis, Ala., U.S.A.

Jerrie Levy (daughter of Rotarian—wants pen friends from other countries aged 16-19; enjoys writing, drawing, reading, sports, popular and classical music), Box 439, Demopolis, Ala., U.S.A.

Josefina T. Basa (16-year-old daughter of Rotarian—would like to correspond with young people in other countries; interests include biking, swimming, collecting movie-star photos, reading, writing, movies), Naujan, Oriental Mindoro, The Philippines.

Gall B. Counter (13-year-old daughter of Rotarian—would like pen pals who share her interests, which are stamp collecting, chord-organ playing, dancing), Box 82, Petersburg, Alaska.

Atul Narayan (15-year-old nephew of Rotarian—will welcome pen friends from any country; interested in stamps, view cards, fretwork, and correspondence), 9 Bhupinder Nagar, Patiala, India.

John Hamilton (13-year-old son of Rotarian—a Boy Scout himself, he would like Scout pen friends from other countries; hobby is stamp collecting, and will swap Australian stamps for those of other lands), 156 River St., Kempsey, Australia.

Prad J. B. Rana (17-year-old son of Rotarian—would like to correspond with young people from U.S.A., mainland and Hawaii; interests include movies, music, sports, books, outdoor life), Phapamow Castle, Allahabad, 4, India.

Heather Thomson (11-year-old daughter of Rotarian—will welcome pen pals; hobbies are collecting stamps and adventure books by Enid Blyton and other authors), Box 98, Queenstown, New Zealand.

Miguel Romero (14-year-old nephew of Rotarian—seeks pen pals from all parts of the globe; enjoys writing letters, swimming, ping pong, basketball, collecting stamps and postcards), 131 San Jose St., Dumaguete, The Philippines.

Loreto B. Obusan (16-year-old niece of Rotarian—desires pen friends from any country; likes writing, reading, sports, stamp collecting), c/o Generoso Obusan, Daet, The Philippines.

Isabel Go (niece of Rotarian—would like pen pals, old or young, from all over the world), c/o Go Occo & Co., P. O. Box 53, Cebu, The Philippines.

—THE HOBBYHORSE GROOM

Rotary Foundation Contributions

SINCE last month's listing of Rotary Clubs that have contributed to the Rotary Foundation on the basis of \$10 or more per member, 15 additional Clubs had at press time become 100 percenters. This brought the total number of 100 percent Clubs to 3,482. As of September 16, \$50,780 had been received since July 1, 1954. The latest contributors (with numbers in parentheses indicating membership) are:

AUSTRALIA

Dandenong (50).

FEDERATION OF MALAYA
Ipoh (52); Johore Bahru (23).

HONG KONG

Hong Kong Island West (30).

THE NETHERLANDS

Harlingen (21).

UNITED STATES

Bonne Terre, Mo. (30); Louisburg, N. C. (17); Rock Falls, Ill. (45); Dover, Del. (52); Mount Vernon-Lisbon, Iowa (36); Huron, Ohio (31); Mount Carmel, Pa. (52); Clark, So. Dak. (42); Unadilla, N. Y. (36); Oxford, Mich. (42).

NOVEMBER, 1954

Facts about 309,610* ROTARIAN SUBSCRIBERS and the one magazine they all read

Here's a hand-picked audience which is worth-while to have on your side when it comes to making decisions regarding purchases of equipment or services for business, community or personal use.

BUSINESS INFLUENCE in their companies

277,493 are corporate officers, titled executives or hold other positions of influence.

81% are executives in industrial and commercial firms. 19% are in the professions.

21.8% are directors in one or more companies other than their own.

90% have authority to buy, specify or approve a wide variety of equipment or services used in industry or commerce.

CIVIC INFLUENCE

ROTARIAN subscribers are active leaders in civic affairs in over 4,400 U. S. communities.

53% are currently serving on civic and municipal governing bodies.

65% serving in these capacities have authority to buy, specify or approve purchases.

ROTARIAN SUBSCRIBERS AS INDIVIDUALS

84% own their home.

Average value \$23,640.00.

16% own a resort or country home for personal use.

44% own income producing property such as commercial buildings, apartment houses, rental homes or farms.

\$14,429 is the average annual personal income of ROTARIAN subscribers.

If you have a product or service they need or should be using they have the money and the authority to buy it.

A new ROTARIAN audience study containing a wealth of detailed information about THE ROTARIAN market is yours for the asking.

The **Rotarian**

1600 Ridge Avenue, Evanston, Illinois

*309,610 Average ABC net paid
June, 1954



Stripped GEARS



My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois. This favorite comes from Jack F. Gibson, a Sulphur Springs, Texas, Rotarian.

A farmer had a son at college, who at the end of his first year came home in high feather: he stood second in his class.

"Second?" said his father. "Second? Why didn't you stand first? What do you think I'm sending you to college for?"

The young man returned for his second year, determined to win first place. At the end of the year he returned home and announced his success. His father looked at him a few minutes in silence, then shrugged his shoulders and said, "At the head of the class, eh? Well, it can't be much of a college!"

Not Every Man Does

Though "silver threads among the gold"
May mean you're not so young,
You're lucky having ANYTHING
To find those threads among.

—HAL CHADWICK

Land Ho!

From the clues below, can you spot the lands indicated? ("Her Majesty's land," for example, would be Queensland, Australia.)

1. Fish land.
2. Recent enthusiasm land.
3. Bad temper land.
4. Grown-up acorn land.
5. Baby's favorite land.
6. Italian river land.
7. Frozen water land.
8. Color land.
9. Recently located land.
10. John's love land.

This quiz was submitted by Helen Houston Boileau, of Covina, California.

World Trip

Had your knowledge of geography checked lately? If not, try these:

1. What is the world's highest city?
2. Where would you go to hear the oldest song in the world that is still being heard?
3. How long is the Panama Canal?
(a) 25½ miles; (b) 50½ miles; (c) 75½ miles.
4. What continent has an area where it never stops "raining"?
5. Which is farther south, the tip of Africa or the tip of South America?
6. From which country did the United States purchase the Virgin Islands?

7. What have the following in common? (a) Quai d'Orsay; (b) Downing Street; (c) Wilhelmstrasse.

8. What American city is known as the "Windy City"?

9. Is the Pyramid of the Sun in Egypt, India, or Mexico?

10. What is the greatest meat-producing country in the world?

This quiz was submitted by E. M. Marshall, of Hamden, Connecticut.

The answers to these quizzes will be found in the next column.

Twice Told Tales

When all is said and done, usually more is said than done.—Lubricator, JACKSONVILLE, ILLINOIS.

"Why didn't you call the police when you found things scattered all over the bedroom?"

"I thought my husband had been looking for a clean shirt."—Spokes, PORTLAND, OREGON.

Many people can't stand prosperity—but few of us have to!—The Arrow-tarian, LAKE ARROWHEAD, CALIFORNIA.

Looking at ties, a man tossed two aside contemptuously. After he made a

purchase he noticed the clerk put aside the rejected ties. "What becomes of those?" he asked the clerk. "We sell them to women who come in to buy ties for men."—Rotary Roar, ELMIRA, NEW YORK.

"What on earth are you going to do with that nag?" asked the farmer.

"Oh," replied the cocky young sportsman, "I'm going to race him."

The farmer took a second look at the animal. "Well, you'll win," he said.—The Hub, LODI, OHIO.

A chip on the shoulder indicates that there is wood higher up.—Rotary Bulletin, HAMILTON, AUSTRALIA.

Couldn't Be a Rotarian

When he thought of all the girls he'd kissed

(And of course a few he'd missed)

The names grew into such a list

He felt just like a bigamist.

But as he thought he wondered why
He'd never had the nerve to try
For you have guessed by now this guy
Kissed them all in his mind's eye.

—ROTARIAN GEORGE T. ARMITAGE

Answers to Quizzes

1. Iceland. 2. New Zealand. 3. Ireland. 4. Oakland. 5. Lapland. 6. Poland. 7. Iceland. 8. Greenland. 9. World Trade Center. 10. Maryland. 11. Pearl Harbor. 12. The Nile. 13. 1,300 feet. 14. To the banks of the Nile. 15. Where farmers sing the Chado. 16. At least 5,000 years old. 17. 50%. 18. South America. 19. Tip of South America. 20. Tip of South America. 21. They are streets on which Government offices are located in (a) America, (b) Denmark, (c) Germany, (d) France, (e) England, (f) Germany, (g) Chi-cago, (h) At San Juan Teotihuacan, Mex-ico. 22. Argentina, South America.

Limerick Corner

The Fixer pays \$5 for the first four lines of a limerick selected as the month's limerick-contest winner. Address him care of The Rotarian Magazine, 1600 Ridge Avenue, Evanston, Illinois.

This month's winner comes from Mrs. Ray Cummings, wife of a Basin, Wyoming, Rotarian. Closing date for last lines to complete it is January 15. The "ten best" entries will receive \$5.

BEAR FARE

A hunter named Angus McPare
Encountered a large grizzly bear.
Angus ran for a tree,
Said the grizzly, "Don't flee,"

PATTERN PATER

Here again is the bobtailed limerick presented in The Rotarian for July:
A pilot whose pattern of flight
Lay through mountains of very great height,
Sprang a gasoline leak
Near a snow-covered peak,

Here are the "ten best" last lines:

- Thought he, "We'll all ski—if we light."
(Mrs. David Pribyl, wife of a Tracy, California, Rotarian.)
- Now the snow-covered peak's quite a sight.
(Herbert L. Kayton, member of the Rotary Club of Savannah, Georgia.)
- Soon his pattern of flight blazed with light.
(Mrs. Lindsay Simmons, wife of a Lewisburg, Tennessee, Rotarian.)
- Enshrouding his future, once bright.
(D. J. Hayden, member of the Rotary Club of Kendallville, Indiana.)
- Now with halo and harp he's alright.
(Jas. D. Todd, member of the Rotary Club of Durham, England.)
- Yet with pride he did glide home that night.
(Mrs. J. A. Payne, wife of a Sackville, New Brunswick, Canada, Rotarian.)
- And his face, like the peak, became white.
(Anne James, daughter of a McComb, Mississippi, Rotarian.)
- And his chewing gum came in just right.
(W. A. Dalton, member of the Rotary Club of Deming, New Mexico.)
- His position gave reason for fright.
(J. E. Fitzwater, member of the Rotary Club of Kamloops, British Columbia, Canada.)
- And dared not alight in his plight.
(Stephen F. Park, member of the Rotary Club of Tampa, Florida.)

THE ROTARIAN
1600 Ridge Avenue
Evanston, Illinois

Please reserve.....copies at 25 cents each of the GOLDEN ANNIVERSARY Souvenir Issue of THE ROTARIAN for me/for my Club.

☐ Bill me direct

☐ Please bill our Rotary Club

Name.....

Address.....

City.....Zone.....State.....

Signed.....Date.....

Member/Secretary Rotary Club of.....

THE CHANCE OF A HALF CENTURY!

It's coming! In February, you'll have the chance of 50 years to share your pride in Rotary with your whole community through the pages of the big, special, Golden Anniversary issue of THE ROTARIAN. Chesley R. Perry, Rotary's first Secretary, leads off with an article on "Origins," first of a series of authoritative and heretofore unpublished accounts of Rotary's early days. There will be a colorful world map, suitable for framing, showing the location of Rotary Clubs country by country. There will be an inspiring message by President Herbert J. Taylor. *What Is Past Is Prologue*... a famed historian's view of the times that Rotary has served... the story of the *whole* service-club movement... page on page of vivid text and pictures telling the Rotary story.

This is your opportunity to tell your community about Rotary. You can send extra copies—they cost but 25 cents apiece—to your friends in other service clubs, to business associates and competitors, to your libraries and professional offices. Don't put it off. Use this handy coupon—today!

THE ROTARIAN's special, Golden Anniversary edition leads off a series of issues commemorating Rotary's 50 years. Special features will mark each, and each will include a running story of "Rotary down the Decades." Chesley R. Perry starts this in the Golden issue with his article on "Origins," the decade of 1905-15. Then will follow—Crawford C. McCullough, 1916-1925; Almon E. Roth, 1926-1935; Walter D. Head, 1936-1945; T. A. Warren, 1946-1955



These are men
who *know*;
watch for
their stories.

Chesley R. Perry



4:10 A.M., July 7—

IT was 4:10 the morning of July 7 when Marvin Kottke, driver for the Joe A. Nevis Trucking Company, Pittsburg, California, spotted smoke and flames coming from the home of Mrs. Mary Wilson, 65, in nearby Antioch.

Quickly parking his truck, Kottke dashed into the burning house, awakened Mrs. Wilson and led her to safety. Then he summoned the Antioch Fire Department.

For this act of heroism driver Kottke received a citation from the Antioch Fire Chief and was named Driver of the Month for northern California.

Yes, truck drivers serve the American people in more ways than one.

Their main job, of course, is to keep the freight

moving, to keep Mr. and Mrs. Consumer supplied with everything they eat, wear, and use.

But they do more than this.

They set a pattern for safe, courteous driving on our highways. And they're nearly always the first to come to the rescue when there's trouble.

You've experienced the helping hand of the truck driver yourself . . . and you know that truck drivers deliver the goods.



The American Trucking Industry
Washington 6, D. C.

TRUCK DRIVERS DELIVER THE GOODS!